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23RD year

Buy WHO

and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

6.8% CEDAR RAPIDS
9.6% TRI-CITIES
14.6% DES MOINES
2.7% DUBUQUE
5.9% SIOUX CITY
5.3% WATERLOO
55.6% REMAINDER OF STATE

Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.

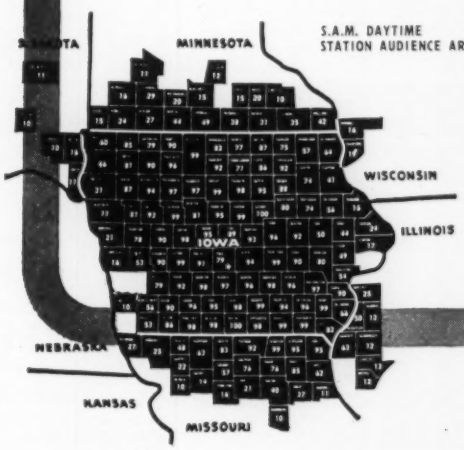
TAKE APPAREL SALES, FOR INSTANCE!

PUBLIC LIBRARY DEC 21 1953

THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

65.4% Food Stores
61.6% Eating and Drinking Places
44.8% General Merchandise Stores
55.6% Apparel Stores
60.7% Home Furnishings Stores
65.1% Automotive Dealers
73.2% Filling Stations
79.6% Building Material Groups
60.4% Drugstores

Source: 1952-'53 Consumer Markets



FREE & PETERS, INC.
National Representatives

BUY ALL of IOWA—
Plus "Iowa Plus"—with
WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

CAMPBELL'S DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

WMBG
WCOD
WTVR

A row of Campbell labels is a flag of quality and the signature of a complete job. In the testing kitchen and on the line, trained eyes and skilled hands carefully select every ingredient. Recipes are sampled and new servings are created. Housewives know how important it is to suit individual tastes, that's why Campbell's is their first choice.

How about ingredients that go into fine entertainment and public service? Havens & Martin, Inc., Stations follow the example set by their advertisers. All the elements of top programming are given individual attention. The results are large and loyal audiences for WMBG, WCOD and WTVR. Join the other advertisers who are using the First Stations of Virginia.

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

it happened one night...

...watv's initial telecast from its new Empire State Building transmitter with a telethon for The Lighthouse.
The cognoscenti say a charity is lucky to get half of the money pledged during a telethon.
watv proved differently. Of the 19,626 verified pledges received—totaling $115,000—a fancy 93%, or $107,000, is in the bank.
There are some 4 million TV homes in this Metropolitan Market; and The Lighthouse received some 20,000 pledges.
Even without a calculator it is obvious that watv hit a minimum of 1 in every 200 homes with its opening.
It is also obvious that the average contribution was in excess of $5; in cash, not IOU's.

this is impact

When it comes to how many homes watv hit, the surveys are no help; they don't contact viewers through the night.
We do know watv hit 1 in every 200. But for every viewer that contributed, how many did not? How many homes do you have to hit to net 20,000 five dollar bills?
Would 1 in 20 be a fair guess? Or 1 in 50? Or 100 or 200?
We don't know, nobody knows. We think we're not "blue-skying" when we estimate our audience that night as more than a million of the 4 million TV homes.

this is coverage

Where did the money come from? The addresses show that:
94% came from the 7 New York and 3 New Jersey counties that make up the *population heart* of this Metropolitan Market.
These 10 counties represent 73% of this market.

this is penetration

COUNTY	% OF PLEDGES	COUNTY	% OF PLEDGES
Bronx	15.9	Bergen	2.20
Kings	29.0	Essex	5.39
New York	18.0	Hudson	2.77
Queens	15.6	Nassau	2.6
Richmond	.6	Westchester	2.19

TELEVISION CENTER NEWARK, N. J.

watv 10

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Merry Christmas and Happy New Year
WGAL-TV
LANCASTER
PENNSYLVANIA
WDEL-TV
WILMINGTON
DELAWARE
WLEV-TV
BETHLEHEM, PA.
ALLENTOWN-EASTON

closed circuit

RECOGNIZING that television uses less music than radio, ASCAP understood to look favorably upon new blanket rate of 2.05% of station revenue from programs using music (minus 10% of radio rate in place of present tv scale of radio plus 10%). This would mean roughly 17% decrease from existing tv station license rates.

★ ★ ★

FCC'S THURSDAY meeting at which compatible color was approved was one of most sanguinary of all time. Comr. Hennock walked out in protest against what she presumably construed as railroading after Chairman Rosel H. Hyde had decreed action that day. She threatened to resign but this was regarded as an eruption in heat of discussion rather than serious intent. Miss Hennock, upon returning to meeting after color vote had been taken, insisted she wanted to vote but FCC had already reached unanimous judgment, and after warm discussion prior action was allowed to stand, with formal decision showing "Comr. Hennock present but not voting."

★ ★ ★

THOSE FEW UHF "hard luck" stories are not typical of uhf generally; uhf outlets have fared about as well as vhf in post-thaw markets; and fate of uhf in pre-thaw vhf cities is still unsettled. That is gist of FCC economic report due just after Christmas. Begun in September, queries went to 101 operating post-freeze stations as of Aug. 1. FCC staff was "surprised" at progress of uhf, based on replies from 41 uhf and 42 vhf stations.

★ ★ ★

RCA IS withdrawing its advertising from J. Walter Thompson Co. and will name new agency to take over six months from now, it was learned. RCA's only comment: "No comment." Al Paul Lefton Co., Philadelphia agency already handling advertising for RCA dehumidifiers and room air conditioners, RCA Service Co., RCA Victor Employment Program and RCA Victor Distributing Corp., and Grey Adv. Agency, New York, currently placing ads for NBC Film Division, reportedly leading contenders, although practically every major agency said to have started pitching for account when news of Thompson cancellation leaked out.

★ ★ ★

WITH ALL eyes turned toward Jan. 5 meeting of NCAA in Cincinnati, new twist on football telecast is being talked up. It would involve "double NCAA" or telecasting of two games on Saturdays, with probable limited blackouts. For example, when eastern game is played, usually beginning at 1:30, West Coast could view game during its morning. Conversely, when western game is played, usually 4:30 or 5 p.m., easterners could view it after possibly having their own local event in flesh.

★ ★ ★

IS THERE more than meets eye in Big Ten plan for controlled football on regional basis? There's report that General Motors, now sponsoring NCAA series of one national game per week for package cost of about $3 million, already has wrapped up deal with Big Ten but has problem of contract with NCAA which runs through 1955. Hence it's thought there'll be no change in NCAA next year but that there'll be plenty of agitation for regional telecasts.

★ ★ ★

FCC APPROVAL of modified multiple ownership rule, to permit ownership of two uhf stations in addition to present ceiling of five tv outlets will result in immediate rush of networks and other multiple owners for uhf outlets in existing vhf markets. It's felt this will give uhf greatest impetus it has yet had and will showcase how uhf can compete with vhf when full network schedules are available. Markets in which networks appear primarily interested for uhf operation include Pittsburgh, St. Louis, Detroit, Milwaukee, Buffalo and San Francisco.

★ ★ ★

ANNOUNCEMENT soon will be made of appointment of Station Advisory Committee of nine top broadcasters to determine policy on 1954 Spot Crusade to function under aegis of Station Representatives Assn. SRA is expected to greatly intensify drive for radio spot during '54, this coming on heels of highly successful effort during 1953 when project was launched.

★ ★ ★

MANY NBC affiliates were getting drop on competitors in "first with color" demonstrations. While lid was on publicity-wise, it's understood that about 100 color sets quietly were smuggled into hands of NBC owned and affiliated tv stations for local private showings to top brass, advertisers and agencies on color programs carried on network. As of FCC's color approval Thursday, about 80 stations in 57 markets have ordered color equipment to pick up network color transmissions.

★ ★ ★

SELECTION of new president of BAB, succeeding Wm. B. Ryan, may come Jan. 7. That date has been quietly set for joint meeting of nominating committee and BAB board executive committee. Latter has authority to act on behalf of board.

★ ★ ★

IS AMERICAN Newspaper Publishers Assn. preparing new anti-radio-television campaign? ANPA is asking members for information on working newspapermen who have side-line jobs in radio-tv. Such information could be used either to "prove" that broadcast media rely upon newspaper professionals or as basis of newspaper-wide ukase against such outside work by newspaper employes.

★ ★ ★

FCC'S APPROVAL of compatible color tv was headline news on NBC but wasn't played up particularly on other networks. NBC used interview technique with high RCA-NBC officials explaining whys and wherefores of color and also pointing out that Rose Bowl and perhaps other events would be colorcast if approval is forthcoming. (Such approval was assured by FCC action last Friday.)

IN THIS ISSUE

LEAD STORY

FCC approves compatible color television proposed by NTSC. *Page 27.* Full text of order begins on *Page 58-A.*

FILM

Eagle-Lion Studio bought by syndicate which will turn it into first major plant exclusively devoted to tv film. *Page 33.*

FACTS & FIGURES

P&G drops from first place among network tv advertisers but still tops radio. *Page 38.*

Department Store Sales reveals figures showing how radio moves merchandise. *Page 40.*

TRADE ASSOCIATIONS

Increase in radio and tv spot business reported at annual meeting of Station Representatives Assn. *Page 44.*

GOVERNMENT

Government air agencies may reopen question of air hazard effect of tall radio-tv towers. *Page 46.*

FCC has questions on McCarthy bill to require station recordings on everything going on air. *Page 48.*

President's news conference is permitted to be broadcast. *Page 48.*

First authorizations given by FCC for radio operation on 540 kc. *Page 52.*

FCC approves 11 station transfers. *Page 58.*

STATIONS

Nine more tv stations take air, heading B•T's weekly roundup of stations planning operation in next 30 days. *Page 58.*

NETWORKS

Network program packaging reportedly is under scrutiny by Justice Department. *Page 68.*

CBS-TV's Van Volkenburg calls tv the "extension school of democracy." *Page 70.*

PERSONNEL RELATIONS

AFM opens negotiations with recording and transcription firms. *Page 74.*

FEATURES

1954: Crisis year for tv set makers. *Page 78.*

Found: A one-man, commercial fm station. *Page 80.*

How banks build business by television. *Page 82.*

FOR THE RECORD

Weekly Telestatus summary of all tv stations on the air and their estimates of tv sets. *Page 117.*

Commencement target dates of all tv grantees. *Page 120.*

SEASON'S

EDWARD PETRY AND CO. INC.

REETINGS

To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

SPOT RADIO LIST

WSB	Atlanta	NBC
WFAA*	Dallas	NBC
	Ft. Worth	ABC
KOA	Denver	NBC
KPRC*	Houston	NBC
KARK	Little Rock	NBC
KECA	Los Angeles	ABC
KSTP	Minneapolis	NBC
	St. Paul	NBC
WSM	Nashville	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (IOWA)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC

*Also represented as key stations of the

TEXAS QUALITY NETWORK

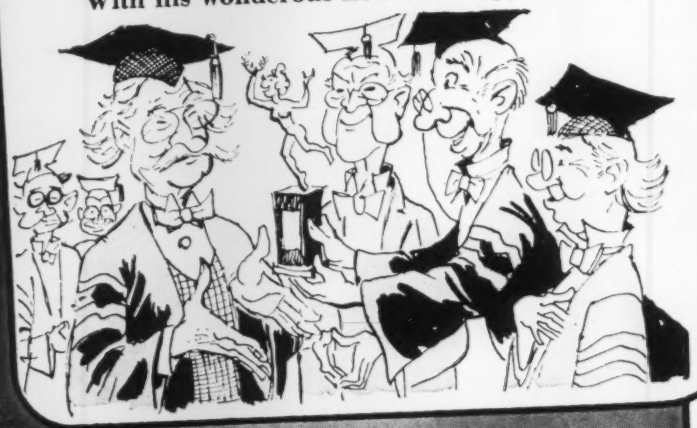
REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., inc.

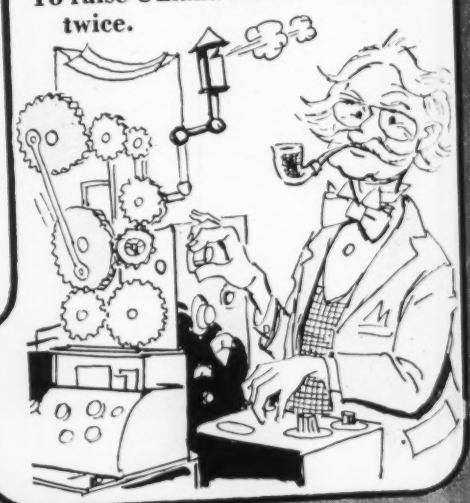
NEW YORK • CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS

XUM

Now Professor VanBord
copped a science award
With his wonderous new thinking device . . .



An electronic brain, which was built in the main
To raise Omaha sales more than twice.



He said with a grin, "It quite plainly fits in
On our car-building line just to tell

In round-figure lots what KOWH spots
We must buy if our new car's to sell!"

Moral

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru October, 1953.)
- *Largest share of audience,* of any independent station in America! (October, 1953.)

Kowh
OMAHA

AIMS — Association of Independent Metropolitan Stations

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

Manufacturers Plan for Color; Admiral Goal 30,000 in '54

COLOR tv plans, as announced by manufacturers following FCC approval of NTSC standards Thursday, were highlighted by Admiral Corp. announcement it has set production goal of more than 30,000 receivers in 1954, according to John B. Huarisa, vice president. Pilot models will be introduced to distributors Dec. 30, Mr. Huarisa said. By second 1954 quarter, Admiral plans to have sample for every dealer in cities on color "cable." Price of Admiral's console, with 15-in. tube giving 12-in. picture, expected to be more than $1,000.

Sales drop of as much as 20% in 1954 because of public expectancy of color tv was estimated by Paul V. Galvin, Motorola Inc., at dealer meeting in Chicago Thursday and Friday. He predicted sale of 5 million sets—including 100,000 color receivers—and 11 million radio sets next year.

FCC action is ahead of the industry's ability to deliver commercially practical color television equipment and programs in any appreciable quantity for several years, Dr. Allen B. DuMont, president, DuMont Labs., said Friday. Referring to its work in large screen cathode ray tubes, Dr. DuMont said: "We believe that the public will demand large screen color television. Our policy with respect to large screens shall not change insofar as color is concerned. We shall go into production and introduce a large screen color television receiver in 1954."

Full impact of compatible color will not be felt by public for some time, Leonard F. Cramer, vice president, Avco, said in commenting on FCC decision. He said Crosley plans to introduce its first color sets in fall of 1954 with "screens ranging up to 21 inches." Color set prices "probably will be double the price of comparable black and white receivers for many years," with market for monochrome sets continuing, he said.

CBS Radio Billings

CBS Radio Network had gross billings estimated at $62 million for year 1953, network said Friday in yearend statement which also reported yearend total of 219 am affiliates (up three from year ago) and 90 fm affiliates.

WBES-TV QUITS CH. 59

WBES-TV Buffalo, N. Y., advised FCC by letter Friday of its intention to cease operation 11:30 p.m. that night. It would be second operating post-thaw uhf station to quit, first being uhf ch. 27 WROV-TV Roanoke, Va. WBUF-TV Buffalo continues on uhf ch. 17, WBEN-TV on vhf ch. 4. WBES-TV decision reached unanimously by stockholders Wednesday, letter to FCC said, as result of news breaks of prospective purchase of physical assets by vhf ch. 2 merger applicant at Buffalo, Niagara-Frontier Amusement Corp. Ch. 2 merger was clear for grant fortnight ago but FCC called hearing to determine "good faith" of Enterprise Transmission Inc., ch. 2 competitor which dismissed its bid [B•T, Dec. 14].

ABC Asks Radio Affiliates To Okay Split Sponsorship

ABC IS ASKING its radio affiliates to amend affiliation agreements to provide for three split-sponsorship plans: daytime, with advertisers permitted to sponsor half of quarter-hour daytime serials, station compensation to be as though advertiser had purchased 2½ quarter-hours a week and station permitted to sell other half program at no compensation to network; evening, with advertisers able to purchase split sponsorship on minimum of four quarter-hour programs scheduled between 8 and 9 p.m. EST, station compensation to be based on 50 per cent of applicable evening hour rate for four participations and station may sell unsponsored time in each sponsored program with no compensation to network; afternoon, with 2:35-4 p.m. period to be sold to participating sponsors with minimum of three one-minute commercials a week, station compensation to be based on 13⅓ per cent of daytime hour rate. Martin Block, who joins ABC Jan. 1, will occupy the 2:35-4 p.m. period; 8-9 p.m. continues present lineup of four 15-minute shows: news, music, romance and mystery.

• BUSINESS BRIEFLY

SUGAR BOWL BUY • R. J. Reynolds Tobacco Co. (Camel cigarettes) to sponsor New Year's Day Sugar Bowl game, Georgia Tech and West Virginia on ABC Radio and Tv networks, starting at 1:45 p.m. Agency: William Esty & Co., N. Y.

SARDINE DRIVE • Maine Sardines through BBDO, N. Y., to use spot announcement radio campaign on more than 100 stations in 44 markets for six or twelve weeks (depending on market), effective Jan. 10.

CAMPAIGN IN NON-TV MARKETS • Chesebrough Mfg. Co., through McCann-Erickson, N. Y., preparing 52-week spot campaign in about 35 non-tv markets, effective Jan. 4.

REINSTATE RADIO SPOTS • Minute Maid Corp. reinstating radio spot announcement campaign and supplementing present television campaign by 50-market spot schedule to be launched Jan. 4 to run through sometime in October, 1954. Radio spots cut back last August when firm ran short of product. Agency: Ted Bates, Inc., N. Y.

Rose Bowl in Color On At Least 23 Stations

AT LEAST 23 stations slated to be equipped to carry, in color, NBC-TV's colorcast of Pasadena Tournament of Roses Parade New Year's Day (12:15-45 p.m.), it appeared Friday. NBC released list of 21 stations expected to be equipped by that time, and Crosley Broadcasting Corp. said its WLWC (TV) Columbus and WLWD (TV) Dayton, not on NBC list, would carry feed of parde coverage from WLWT (TV) Cincinnati.

Two of 21 stations on NBC list will pick up NBC-owned WNBT (TV) New York's coverage off air and rebroadcast in color, officials said. They are WBRE-TV Wilkes Barre and WNHC-TV New Haven. Others expected to be equipped, taking service from AT&T intercity facilities were listed as: NBC-owned stations (WNBT; WNBW Washington, WNBK Cleveland, WNBQ Chicago, and KNBH Los Angeles), and WPTZ Philadelphia, WDEL-TV Wilmington, Del., WBAL-TV Baltimore, WSPD-TV Toledo, WOW-TV Omaha, KOA-TV Denver (if it's on the air by Jan. 1), KDYL-TV Salt Lake City, KRON-TV San Francisco, WTMJ-TV Milwaukee, KSD-TV St. Louis WJAC-TV Johnstown, WWJ-TV Detroit, WLWT Cincinnati, and KSTP-TV Minneapolis-St. Paul.

N.Y. DEPARTMENT STORE SALES NOT HURT BY STRIKE

DEPARTMENT store sales in New York were down by smaller percentage, compared to corresponding week of 1952, during period when newspapers were shut down and stores turned their advertising to radio-tv than during week of Dec. 6-12 when papers resumed publication with heavy volumes of advertising, according to figures released Friday by Federal Reserve Bank of New York.

For week ended Dec. 5, when newspapers were not publishing and stores relied heavily on radio-tv, sales were down 5 per cent compared to same week of 1952; for preceding week, when newspapers were publishing, sales were down 7 per cent [B•T, Dec. 14], while Friday's report showed that in week publication resumed (week ended Dec. 12) sales were down 10 per cent. Strike ended Dec. 8.

Meanwhile, Broadcast Advertising Bureau was preparing to issue to members today (Monday) a 12-page brochure which claims that "the effect of the 10-day strike of photo-engravers against New York newspapers had a negligible effect on business in the New York area." It is being issued, BAB said, to "correct the misapprehension that retailers don't find other media productive."

Booklet states that newspaperless New York's slight decline in department store sales was "just about the same decline as registered in many other Federal Reserve Districts by department stores." It adds that in New York, major department stores spent "only about 25 percent as much for advertising during the period as they normally would have."

CBS-TV To Step Up Color Schedule

CBS-TV, which has been broadcasting weekly programs in color, Fridays, 5:30-6 p.m., since early September, will continue those in next few weeks, but otherwise plans no special holiday colorcasts.

During the year ahead, CBS-TV plans in first quarter to step up its color schedule to three programs a week, generally in early evening hours; in second quarter it will begin rotating commerical programs originating in New York at rate of one or two each week, plus special color programs; third-quarter programs originating in Hollywood will be rotated in color. CBS-TV color schedule for final quarter of 1954 will depend on number of color sets-in-use and on advertising interest in color, network spokesman said Friday.

...In the ATLANTA Market Area

Month after month, the Atlanta Telepulse proves the outstanding leadership of WAGA-TV.

In total viewers . . . in quarter hour firsts . . . in top once-a-week and multi-weekly shows . . . WAGA-TV leads the other two stations by comfortable margins.

In November, for example: WAGA-TV had 9 out of the top 15 once-a-week shows; 5 out of 10 top multi-weekly shows. And—WAGA-TV had 36.5% more quarter-hour firsts (Sunday through Saturday, 10 a.m. to midnight) than station "B" and 1,256% more than station "C".

This consistent leadership proves one thing: WAGA-TV is your best buy in television in Atlanta. Contact our sales representatives for availabilities.

Represented Nationally by
the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director,
118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager,
230 N. Michigan Ave., Chicago

NOW 100,000 WATTS

STORER BROADCASTING COMPANY

waga-tv
CHANNEL 5 CBS-TV, ATLANTA, GA.

at deadline

Four Tv Applications Filed; Uhfs in Chicago, D. C.

FOUR tv applications were filed with FCC Friday, including one for uhf in Chicago and another for uhf in Washington. WOPA-TV Inc. asked for Chicago's uhf ch. 44 and United Broadcasting Co. (Richard Eaton-WOOK) filed for Washington's uhf ch. 50.

Filing for Carthage, N. Y., newly allocated vhf ch. 7 was Brockway Co. (WWNY-AM-FM-TV Watertown, N. Y., and WMSA-AM-FM Massena, N. Y.). Company said it would relinquish Watertown's uhf ch. 48 if it got ch. 7 grant in nearby Carthage.

KPAL filed for uhf ch. 14 for Palm Springs, Calif. Same interest (Florence P. Raley) is applicant for am in Newport Beach and Riverside, Calif.

WOPA-TV Inc. is comprised of Egmont Sonderling, 25% (general manager and 25% owner of WOPA-AM-FM Oak Park, Ill.), president; Richard Goodman, 55% (banking and real estate and 55% owner of WOPA), vice president; and Macy Loundy, 20% (20% owner of WOPA), secretary-treasurer.

United Broadcasting Co. is grantee of uhf ch. 18 in Baltimore, where it owns WSID. It also owns WFAN (FM) Washington, WANT Richmond, Va.; WARK Hagerstown, Md.; WINX Rockville, Md., and WJMO Cleveland, Ohio.

Air Force Tv Granted

LOW POWER tv stations, vhf ch 8 with 10 kw for Limestone Air Force Base, Me., and similar mid-uhf band outlet at New Mexico rocket base, granted by FCC late Friday [CLOSED CIRCUIT, Nov. 2]. Prototypes of morale units slated for other bases here and abroad, U. S. A. F. stations probably will air kinescopes of regular commercial shows, must cease when regular tv outlets are approved in area.

Industry Group Meets To Discuss ASCAP Contract

MEETING of full All-Industry Local Tv Music License Committee is scheduled today (Monday) in New York when negotiating subcommittee will report on progress of its discussions with ASCAP last week and ask for further instructions. Optimism that satisfactory terms of tv station licenses may be gained through negotiations, reported after last Monday's session of subcommittee with ASCAP executives (see story page 100), was reiterated Friday, indicating possibility that committee may present agreement on music fees to tv broadcasters as Christmas gift. Meanwhile, Federal court in New York has issued consent order for interim payments at rate of 80% of ASCAP's present blanket license fees, so that pending final licensing agreements stations without them can make payments to ASCAP and avoid running up staggering back bills.

AFTRA Loses WMAR-TV Vote

NATIONAL Labor Relations Board, certifying results of election held at WMAR-TV Baltimore, found that AFTRA had failed to obtain majority of votes and had not been selected to represent employes in collective bargaining.

XMAS STYMIES AFM

JOINT announcement Friday from American Federation of Musicians (AFL) and representatives of record and transcription industry said that negotiations on new contract had "bogged down due to advent of Christmas holiday." It added that no date has been set for resumption of talks. Present contract expires Dec. 31, 1953 (see page 74).

Commons Passes Commercial Tv by 302-280 Vote

GOVERNMENT majority party put Great Britain's controversial commercial tv plan into effect last Wednesday by suddenly closing down House of Commons debate on subject and voting down 302-280 ensuing Labor Party resolution calling for "no confidence" in proposed commercial video system. Debate had been expected to last at least to Friday (see early story, page 104). Tory-proposed tv plan already had passed Parliament's House of Lords.

ABC-TV Adds Five

ADDITION of five tv stations as ABC-TV affiliates, raising total number of outlets to 185, was announced for release today (Monday) by Alfred R. Beckman, national director of ABC station relations departments. New affiliates are:

KIMA-TV Yakima (ch. 29), which is owned and operated by Cascade Bcstg. Co., with Thomas G. Bostic as general manager, affiliation effective Nov. 15; WNCT (TV) Greenville, N. C. (ch. 9), owned and operated by Carolina Bcstg. System, with A. Hartwell Campbell as general manager, effective Dec. 1; KIDO-TV Boise (ch. 7), owned and operated by KIDO Inc., with Walter E. Wagstaff as general manager, effective last Thursday; WINK-TV Ft. Myers, Fla. (ch. 11), owned and operated by Fort Myers Bcstg. Co., with A. J. Bauer as general manager, starting Feb. 1, and WDBO-TV Orlando (ch. 6), owned by Orlando Bcstg. Co., with Harold B. Danforth as general manager, effective May 1.

Stephen Slesinger Dies

FUNERAL services to be held today (Monday) for Stephen Slesinger, 52, who died Thursday in Los Angeles after hemorrhage. Services to be held at Campbell Funeral Home, New York. Mr. Slesinger produced *Red Ryder* radio and tv film series and *Blondie* radio series and was preparing video version of latter. Surviving are his wife, Mrs. Shirley Ann Slesinger, and a daughter.

WKY's 25th Anniversary

COMMEMORATING the 25th anniversary of WKY Oklahoma City as an NBC affiliate, today (Monday), NBC will present the station with a silver plaque.

UPCOMING

Jan. 6: Second session of 83d Congress begins.

Jan. 11 (week of): FCC network "give-away" case, oral argument before Supreme Court.

For other Upcomings see page 115

PEOPLE

HERBERT E. EVANS, vice president-general manager of Peoples Broadcasting Corp., underwent emergency operation in Doctors Hospital, Columbus, Ohio, following ruptured appendix.

CHARLES G. SHERWOOD, director of purchases for Federal Telephone & Radio Co., Clifton, N. J., IT&T division, has been named a vice president of company.

RICHARD C. PATTERSON JR., executive vice president of NBC 1932-36, subsequently Assistant Secretary of Commerce and Ambassador to Yugoslavia and to Guatemala and minister to Switzerland, reportedly slated to succeed Grover A. Whalen as chairman of mayor's reception committee when Robert F. Wagner Jr. becomes mayor of New York on Jan. 1.

LEE FRIEND, formerly a principal of Friend-Riess-McGlone, N. Y., has been named a partner and director of sales and promotion activities of the Apt Shoe Mfg. Co., Boston.

ROBERT B. HOAG, of CBS Television spot sales in New York, named commercial manager of KFMB-TV San Diego. He is former sales manager of KNXT (TV) and KTSL Hollywood.

JOHN A. (JEFF) DAVIS, who recently resigned as director of operations of WETV (TV) Macon and commercial manager of WDAK-TV Columbus, Ga., which he had served simultaneously, has been appointed an account executive for film syndication division of Motion Pictures for Television, covering North and South Carolina, Tennessee, Mississippi, Alabama, Georgia and Florida, with headquarters

JOSEPH SPIEGEL, director of media, Foote, Cone & Belding, N. Y., retires effective Jan. 1. He has been with agency and its predecessor, Lord & Thomas, for 31 years.

S. D. CATES, formerly with Juelene Co., appointed to handle cosmetic accounts at Roberts, MacAvinche & Senne, Chicago.

WPTZ Shows Color Shorts; WMAR-TV Gets Okay

WPTZ (TV) Philadelphia, Westinghouse Broadcasting Co. station, claimed distinction of being first local tv station to telecast color tv programming and advertising under FCC-approved NTSC color system at 2:20 p.m. Friday when it televised four minutes of film clips from forthcoming Walt Disney Technicolor motion picture productions, "Living Desert" and "Ben and Me," and 20 seconds of slides for Fels & Co. (Felso soap flakes). Station got FCC permission by phone Friday morning. WPTZ made telecast from its studios in cooperation with Philco Corp., using latter's research laboratory color projection equipment. WPTZ prepared Fels slides two months ago and has been experimenting regularly with color tv about two years. Colorcasts were aired as part of WPTZ's *Skinner Spotlight* (2-2:30 p.m.). WPTZ put on special color tv demonstration for advertisers in October [B•T, Nov. 16].

In Baltimore, WMAR-TV, a CBS-TV affiliate, got FCC permission early Friday morning to rebroadcast network color programs and to originate color slides and still pictures. The *Baltimore Sun* station has Telechrome Inc. equipment.

Carol on NBC

QUAKER OATS CO. will sponsor Christmas Eve (9:35-10 p.m.) broadcast of Dickens' *Christmas Carol* with Laurence Olivier as Scrooge on NBC Radio. Company bought one-time broadcast direct, with no agency involved.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

SALES
POTENTIAL?
(TREMENDOUS)
INCOME?
(MARVELOUS)

★

$3,500,000
ADDED
INCOME
IN THE
TRI-STATE
AREA

WILL RESULT FROM THE HUNTINGTON TOBACCO MARKET NOW IN PROGRESS.

★

RADIO STATION
WSAZ

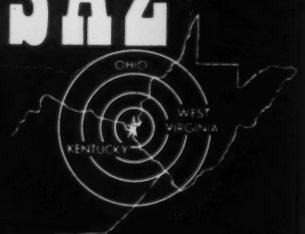
CHOSEN BY MARKET TO ALERT FARMERS OF MARKET BUYING CONDITIONS . . .

★

Represented by
THE KATZ AGENCY

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ



TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

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Sol Taishoff, *Editor and Publisher*

EDITORIAL — Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Cornell Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Jo. Gitlitz, Harold Hopkins, Louis Rosenman, Don West; *Editorial Assistants:* Anna Campbell, Kathryn Ann Fisher, Joan Sheehan, Harriet Sinrod; Gladys L. Hall, *Secretary to the Publisher.*

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BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
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John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

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Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U. S. Patent Office
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BOSTON TRAVELER, MONDAY, NOVEMBER 30, 1953

Tele-Views

Is Hub Getting A Square Deal?

By JOSEPH LEVINE

For 323 years, Bostonians both proper and improper have been convinced that their city has the best of everything.

Bostonians call their home the Athens of America, the Hub of the Universe. They say New York isn't a bad place—to visit. And by out west, they mean Amherst or Springfield.

The citizen of Boston even takes perverse pride in his thumping tax rate and in the complexity of his city's traffic problem.

As for television, we realize that we don't have as many channels as New York or Los Angeles. But we've been sure we're getting the best TV service in New England, at least.

However, some doubt about this last point has been creeping into the minds of those Bostonians who are able to receive WJAR-TV of Providence on their television sets.

WJAR-TV has no doubt about the matter. It calls itself "the dominant station in New England" in local programming.

It doesn't want for network strength, either. The station is primarily an affiliate of NBC, but it also takes programs from CBS, ABC and Du Mont.

Over Thanksgiving, for instance, the Providence station televised Macy's fabulous annual parade from New York via NBC. It also carried the two-hour Dean Martin-Jerry Lewis muscular dystrophy benefit via ABC, featuring stars like Bing Crosby, Danny Thomas, Frank Sinatra, Vic Damone, Jane Wyman and Dick Powell.

They were two of the holiday's best shows. But neither was carried by any Boston station.

However, it's in the field of local programming that WJAR-TV really shines.

The Providence station originates 90 local programs a week. They cover the field from hillbilly music to the weekly Brown University half-hour, "An Evening on College Hill."

Last season, the Brown program was picked for top honors in educational television by the American College Public Relations Association.

Other locally produced programs put on regularly by WJAR-TV include puppets, circus clowns, "New England Talent Club," "Small Fry Science," "Birds for Kids," "Mayor's Traffic Safety Program," "Portrait of Rhode Island" and "Wildlife in Rhode Island."

Obviously, some of these programs don't interest Bostonians because of their strictly local nature. But similar programs based on Boston subjects certainly would interest us.

It just goes to show what can be done by a station that's willing to switch away from the network for a while, shut down its movie projector and use some old-fashioned imagination, enthusiasm and money.

We are proud to receive this fine unsolicited testimonial for **WJAR-TV** which has the greatest TV-set penetration of any one-station market in the United States . . . proof of **WJAR-TV's** effectiveness in programming and promotion.

POWER • PRESTIGE • PERSONALITIES

WJAR-TV

AT THE SIGN OF THE ROOSTER

10 PROVIDENCE

Represented by WEED TELEVISION

The Best View in Northern New England...

covers

New England's Top Test Market*

PORTLAND - MAINE

plus . . . .

two-thirds of Maine's TV potential

Population	700,797
Homes	202,420
Retail Sales (1952-53)	$660,188,000
Sets in area (Nov. 1, 1953—RETMA)	60,912

(* 75,000-150,000 population group Sales Management Test Market Study Nov. 10, 1953)

WCSH-TV

Channel 6

Portland, Maine

South-Central Maine's First VHF Station

NBC TELEVISION AFFILIATE

Represented by WEED-Television

IN REVIEW

JOSEPH SCHILDKRAUT SHOW

Network: DuMont
Time: Wed., 8:30-9 p.m. EST
Star: Joseph Schildkraut
Producer: David Lowe
Director: Frank Telford
Writer: John Ruscall
Story Editor: Fella Phillips
Origination: DuMont Tele-Centre, New York City
Show (12/16/53): "Five Bullets for Mr. Baldwin"

A FAIR series of teleplays is being seen each Wednesday evening on DuMont Television Network. The host of each program and alternate weekly star is Joseph Schildkraut from whom the series derives it title. Mr. Schildkraut, a well known theatre personality and winner of two Academy Awards for his work in motion pictures, may add tv to the list of media in which he shines. He is a competent actor. His versatile talent has adapted itself nicely to the technical problems television presents to actors entering the field.

The series as it stands now features Mr. Schildkraut in 7 plays out of every 13. The overall picture would be considerably brighter if his contract called for a weekly performance. But happily enough the show under consideration here, "Five Bullets for Mr. Baldwin," did star Mr. Schildkraut and on the strength of that telecast on Dec. 16 *The Joseph Schildkraut Show* merits favorable comment.

"Five Bullets for Mr. Baldwin," in keeping with the general theme of the series, was an O.

JOSEPH SCHILDKRAUT

Henry type yarn. It traced the frustration of a man who murdered his employer only to find him very much alive the following day.

A series of incidents led Mr. Schildkraut to discover that his resurrected boss was an imposter hired by the firm's partner after he discovered the crime. Mr. Schildkraut's insistence that he was a murderer ultimately landed him in a mental hospital where the doctors set out to rid him of his self-styled homicidal complex.

The script was above average for this series. It stuck to one idea and as a result made its point effectively. Mr. Schildkraut, as the confused employe, gave a convincing performance. An appropriate office set was used for most of the production. And there were some interesting camera shots.

The program which preceded this one starred Sylvia Sidney in a marital melodrama that was badly written and badly acted. Mr. Schildkraut appeared only as the host on this production. The decided difference in quality between last Wednesday's production and the one which featured Miss Sidney leads to the conclusion that it's the Schildkraut touch—on camera—that makes the series tick.

XUM

holiday greetings from all of us to all of you

Earl Abrams
Raymond V. Ahearn
Joyce Barker
Frank Beatty
Dave Berlyn
Betty Bowers
Fay Brandschain
Anna Campbell
Larry Christopher
John Cosgrove
Joanne Cowan
Ken Cowan
Rufe Crater
Joe Creamer
George Dant
Bob Deacon
Rocco Famighetti
Joe Fazio
Kathy Fisher
Fred Fitzgerald
Ann Fliedner
Doris Frazier
Selma Gersten

Jo Gitlitz
Dave Glickman
Gladys Hall
Shirley Harb-
Sid Hix
Harold Hopkins
Ed James
Mary Jeffries
Joel Johnson
Pat Kielty
Art King
Julia King
Barbara Kolan
Leo Kovner
Win Levi
Leo Lippman
Maury Long
Eleanor Manning
Wilson McCarthy
Duane McKenna
Warren Middleton
Loel Millar
Irv Miller

James Montagnes
Elsie Moore
Dorothy Munster
John Osbon
Peter C. Pence
Fred Riedy
Bruce Robertson
Louis Rosenman
Eleanor Schadi
Edward L. Sellers
Joan Sheehan
Harriet Sinrod
Mac Slee
Florence Small
Harry Stevens
Betty Taishoff
Larry Taishoff
Hy Tash
Marjorie Thomas
Jane Troy
Don West
Eunice Weston
Sol Taishoff

Broadcasting Telecasting

CONTINUOUS RENEWALS

Now 3rd year in these markets!

	CURRENTLY SPONSORED BY:
WABC-TV—NEW YORK CITY, N. Y.	United Cigars, Whelan Drugs
KGO-TV—SAN FRANCISCO, CALIF.	Ferguson-Langfield Frozen Foods, Inc.
WBTV —CHARLOTTE, N. C.	Gill Coffee
WTAR-TV—NORFOLK, VA.	Gill Coffee
WTVR-TV—RICHMOND, VA.	Necchi
WGN-TV—CHICAGO, ILL.	Bab-o, Colgate-Palmolive-Peet
WLW-T —CINCINNATI, OHIO	Gibson Wines
WLW-C —COLUMBUS, OHIO	Bab-o, Colgate-Palmolive-Peet
WLW-D —DAYTON, OHIO	Gibson Wines
WBAL-TV—BALTIMORE, MD.	Bab-o, Colgate-Palmolive-Peet
	Gibson Wines
	Mt. Zion, New York State Wines

CONTINUING HIGH PRAISE

From Stations and Sponsors Alike!

"On April 10 we ran our first BOSTON BLACKIE show. On April 11 and 12 we made nineteen (car) sales . . . sixteen of which were direct results of TV advertising."

Verkler-Peyser Co., Nash Dealer, Peoria, Illinois

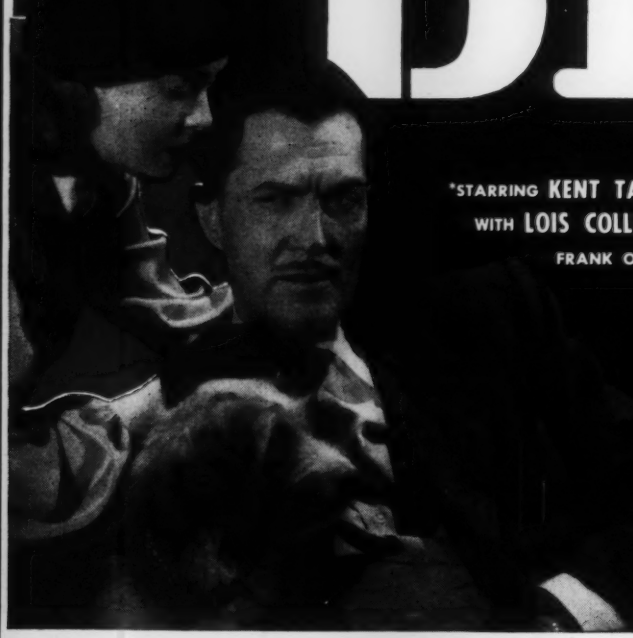
"As a result of the exceptionally fine job BOSTON BLACKIE has done for us during the past year, we are pleased to enclose a signed renewal contract."

Omaha Public Power District, Omaha, Nebraska

"Wholesome entertainment for every member of the family. The series is not the blood-curdling chiller, but is action-packed . . . full of adventure, romance, excitement and humor."

Program Director, KFSA-TV, Ft. Smith, Arkansas

"BOSTO BLACKI

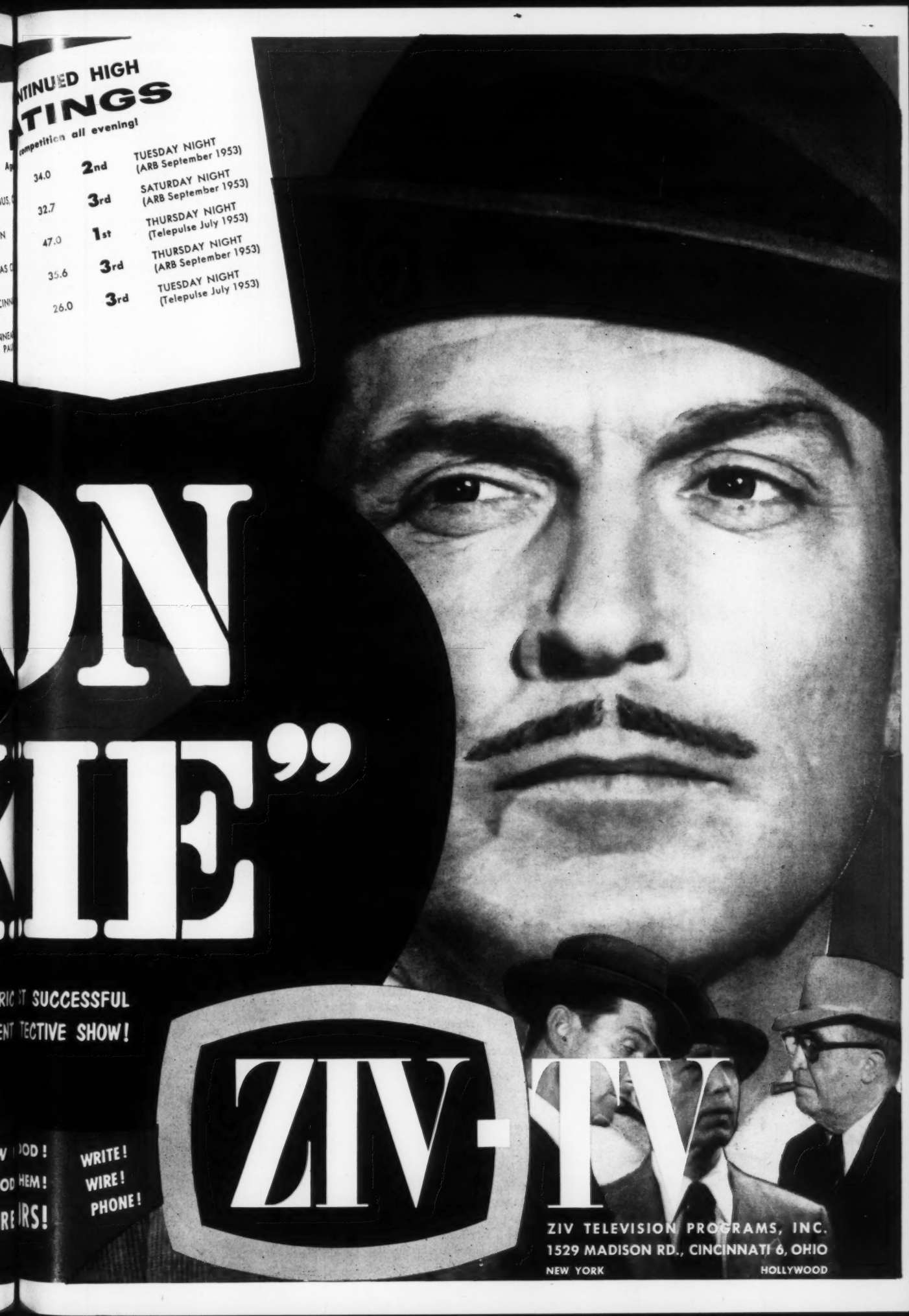


*STARRING **KENT TAYLOR** AS "BLACKIE"
WITH **LOIS COLLIER** AS "MARY" AND
FRANK ORTH AS "FARRADAY"

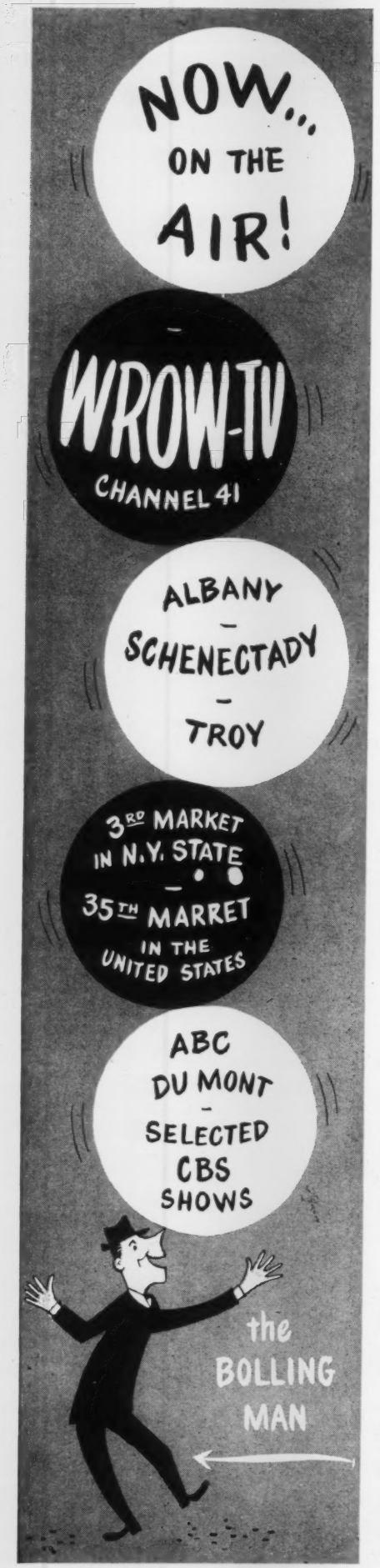
AMERIC T SUC
ADVENT TECTIV

SPONSORS BUY IT BECAUSE THEY *KNOW* OD!
THEY RENEW IT BECAUSE IT'S *PROVED* GOOD HEM!
SPONSOR IT AND THE PROFITS ARE IRS!

XUM


NTINUED HIGH
TINGS
competition all evening!
34.0 2nd TUESDAY NIGHT (ARB September 1953)
32.7 3rd SATURDAY NIGHT (ARB September 1953)
47.0 1st THURSDAY NIGHT (Telepulse July 1953)
35.6 3rd THURSDAY NIGHT (ARB September 1953)
26.0 3rd TUESDAY NIGHT (Telepulse July 1953)
ON
IE"
RIC ST SUCCESSFUL
NT TECTIVE SHOW!
V OD!
OD HEM!
RE IRS!
WRITE!
WIRE!
PHONE!
ZIV-TV
ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

XUM



Thank-You Note

EDITOR:

Would you pass the word along as to how pleased K & E is with the way you fellows handled the [merchandising] survey [B•T, Nov. 30]?

We have received lots of comment on the job and are extremely happy with the final results.

Thanks for all the work you put into same, and the work that was done by your gang all along the line.

Hal Davis, Vice President
Kenyon & Eckhardt
New York

McCarthy: Pro & Con

EDITOR:

The double-truck promotion ad toward the back of your Dec. 14 issue reminded me that I meant to tell you weeks ago how wonderful I thought your comment was on the big bluff McCarthy put over on the networks. Perhaps it isn't too late to add one more to the collection of congratulations you must have. . . .

Your attitude on the situation is entirely in keeping with a fine magazine; to me, it is about the most respectable of all trade publications.

John Musgat, Sales Development Manager,
Moloney, Regan & Schmitt,
New York

EDITOR:

. . . I am referring to an editorial entitled "McCarthy's Commercial Sustainer" which appears on page 132 of [your Nov. 30] magazine. I find this editorial offensive and biased and while I recognize your right to editorialize as you see fit, nevertheless I want you to know that there are those of us who believe that Senator McCarthy is doing a very good job. We believe that the welfare of the nation comes ahead of the selfish interests of certain groups and we hope that in the future your editorial staff will remember this in preparing their articles.

James J. Ambrose
Business Manager
Family Theatre
Hollywood

Gems Are For Elite

EDITOR:

We here at the home office of Screen Gems in New York would like you to know that we think your story in today's publication [Dec. 14] entitled "Tv Film Has Joined the Hollywood Elite" is a most excellent one. . . .

Harry K. McWilliams,
Dir. of Adv. and Pub. Rel.
Screen Gems Inc., New York

The Unsung Sung

EDITOR:

Call this an "Ode to Unsung Heroes and Heroines," if you will.

I never thought I'd do it, but I watched—viewed, if you wish—eleven (11) hours of the 18-hour Telethon staged this weekend by WTPA (TV) Harrisburg, in behalf of Cerebral Palsy.

Being "in the bizness," and ostensibly callous, I just want to say that the guys and gals of WTPA did a wonderful job, and deserve fullest credit for a real crusade in the Harrisburg community. . . . I want to give kudos, personally and professionally, to David Bennett's magnificent working crew at WTPA—Don Wear, Roy Nassau, Guy Pugliese, Paul Gross, Russ Wylie, Mac McCauley, Al Bethel, and a couple dozen other gents behind the cameras and controls, who made the Telethon really work.

Alex Sherwood
Camp Hill, Pa.

Whose Idea?

EDITOR:

It seems from your issue of Dec. 7 that the New York radio and tv stations went gimmick happy during the recent newspaper strike.

In fact, I am now looking for a cheap lawyer to start copyright infringement suit because one of my ideas was not begged or borrowed, but stolen.

The gimmick I'm referring to was the use of people listening to portable radios on the streets and wearing sandwich board signs with the inscription, "Ask me for the latest news and tune in Station. . . ."

My gripe is this: WWDC Washington used the same gimmick during the week of Feb. 20,

1950—approximately three years ago. That was the time the station picked up 5,000 watts of power and changed its spot on the radio dial to 1260. . . .

Irv Lichtenstein
Publicity & Promotion
WWDC Washington

Major and Minor

EDITOR:

I noticed the article on page 35 of the Dec. 7 issue of B•T under the heading "Ban of Majors' Broadcasts Asked in Minor Loop Cities." I say no one has the right to step in and tell the radio and tv industry what it can and can't broadcast except the FCC. And I say that if the FCC, at the suggestion of some political busy-bodies, decides to eliminate the right of radio and tv to broadcasting and telecast major games *anywhere* and *anytime*, it is doing a grossly un-American thing. . . .

The small group of willful men in the small leagues, led by a Senator, are dealing a nasty blow at the American tradition of free enterprise by trying to keep a big business from getting its product to the people of certain areas. . . .

Dale P. Bell
Dodge City, Kan.

1948
1949
1950
1951
1952
1953
NOW THAT WE'RE 5!
A fellow matures rapidly in television. KPIX, San Francisco's pioneer station, went on the air on December 22, 1948. Now, five years later, KPIX has the wisdom that characterizes television's veterans... the wisdom, among other things, to recognize that in television you **can't** stay young . . . and you must never grow old.
CBS TELEVISION
kpix 5
CHANNEL
SAN FRANCISCO, CALIF.
...affiliated with CBS and DuMont Television Networks
...represented by the Katz Agency

If you haven't yet looked into this

The MBSunday Plan for 1954

ou may be missing all this:

Extension of Mutual's week-night Multi-Message Plan (outselling all other network plans combined) to 4-7 pm *Sunday* (when we outdraw all other networks in audience).

3 all-time mystery favorites (with an aggregate 45 years of solid sales performance behind them) established in a 3-hour block of proven programming...offering unprecedented opportunity for multi-message selling in '54.

4:00 Counterspy
4:30 Nick Carter
4:55 News
5:00 The Shadow
5:30 True Detective
6:00 Bulldog Drummond
6:25 News
6:30 Squad Room

Full-minute messages available, plus open and close billboards...costs-per-message as low as $2,000 (including time, talent, agency commission)...homes-per-week as high as 5,684,000...costs-per-thousand as low as $1.06—result: mass audiences at Top Ten Evening levels, delivered at half the cost or less!

This is just *one* example of how The PLUS Network has geared its 48-state reach to the practical sales problems of 1954. Day or night, all week long, we can bring new flexibility, efficiency, and economy into the right focus for *your* needs. Look here:

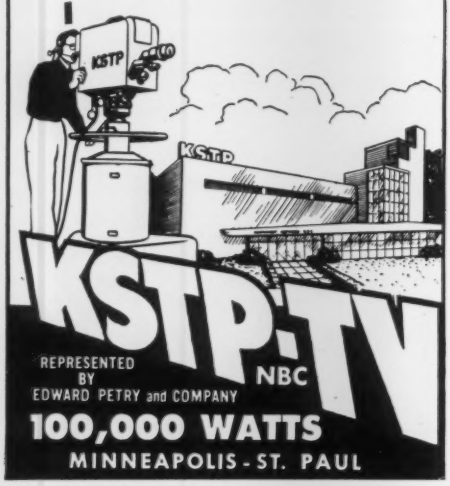
MUTUAL
WORLD'S LARGEST
RADIO NETWORK

LO 4-8000, NEW YORK
WH 4-5060, CHICAGO
HO 2-2133, LOS ANGELES

XUM

IN THE
Upper Midwest...

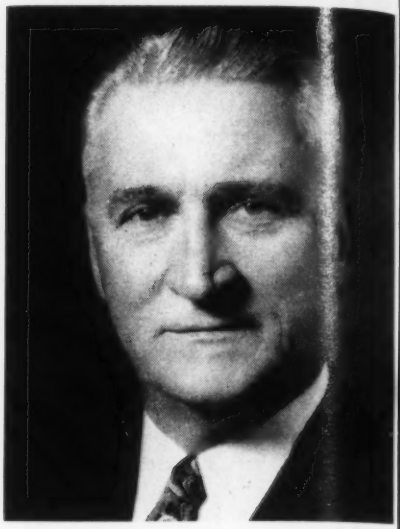
KSTP-TV
now reaches
nearly
Two Million
people
regularly
with its
100,000 watts
on
channel 5



REPRESENTED
BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS - ST. PAUL

our respects

to JOHN EDWARD O'NEILL



JOHN EDWARD O'NEILL is typical of the high type of person who is being attracted to the broadcasting industry by its newest medium, television. Mr. O'Neill, president-owner of KJEO (TV) Fresno, which went on the air on uhf ch. 47 Oct. 1 [B•T, Oct. 5], not only is a successful farmer, cattleman and industrialist, but also has been a primary figure in agricultural development in California and in civic, educational and community affairs.

Mr. O'Neill was born in Canada on Oct. 21, 1892. With earnings from odd jobs he acquired a business education in a commercial college and took his first job, at 17, as a stenographer in the Canadian Parliament at a salary of $7 a week. A year later he started to work for the Ottawa Hide & Leather Co., his first contact with the cattle industry.

Adventure and his destiny impelled him to look west beyond his Canadian home. In 1914, young Jack O'Neill, 22, left his family and native land and set out for warm and distant California.

"That trip took exactly a week," he recalls. "I landed at Calexico, in the Imperial Valley of Southern California, with $17.50 in my pocket and a little derby hat on my head. As I stepped off the train, feeling like an eastern dude, I wanted more than anything else to be taken for a westerner. I spent $9.50 for a big cowboy hat, though it was most of my money. The hat was well worth it!"

Two days later came the second event that was to prove so important in Mr. O'Neill's life. He went to work as office boy and stenographer for the Pacific Cotton Co., a pioneer in California's new cotton industry. In his spare time he studied accounting and kept the books of several firms on a part time basis.

In 1917, Mr. O'Neill started farming for himself, but was wiped out in the 1920-21 depression. Undaunted, he started over and in 1926 devised a new method of irrigation which changed once worthless California desert to farmland.

Today Mr. O'Neill farms 4,500 acres on a ranch in west Fresno County and grazes cattle on 7,000 acres of rangeland. The O'Neill feed lots boast a constant 3,000 head of cattle.

Active in community, state and national affairs, Mr. O'Neill is past international president of the American Automobile Assn., and is vice president of Producers Cotton Oil Co., which does a gross business of $150 million yearly. He is a member of the board of directors and past president of the Fresno District Fair, fourth largest in the state, and serves on the boards of many charitable and civic organizations.

He is responsible for the establishment of West Lands Water District, which is co-operating with the Bureau of Reclamation and the State of California on development of a long-range supplemental irrigation program.

Mr. O'Neill served as general chairman of a committee which successfully raised a half-million dollars to build San Joaquin Memorial High School in Fresno. Later he accepted the same chore for raising another half-million dollars to establish an agricultural school at Fresno State College. This farm school, across the street from KJEO offices and studios on Shaw Avenue, has been called one of the outstanding institutions of its kind in the nation.

In 1945, he helped found the Fresno County Chapter, National Conference of Christians and Jews, and in 1951 was chairman of the Salvation Army's rural drive for funds. He became president of the Fresno County Society for Crippled Children and now serves as honorary president and California state director.

Among the honors bestowed upon Mr. O'Neill for his endeavors on behalf of humanity is the Knighthood of St. Gregory, conferred upon him by Pope Pius XII in 1949.

In 1950, he was called upon by Gov. Earl Warren (now Chief Justice of the U.S.) to sit on a voluntary committee conducting hearings on and studying California's migrant labor problems. Vast improvements in the farm workers' standards of living and general welfare were the result of the committee's work.

A result of Mr. O'Neill's observations on the needs of farm workers was his construction of a health center on his Fresno County ranch. Through his influence several similar centers have been established on the ranches of other enterprises with which he is associated, including a child center which gives daily care to children of workers.

When KJEO was dedicated Oct. 1, Gov. Warren, a close friend of Mr. O'Neill, came from Sacramento by plane to speak at opening ceremonies, one of his last acts as governor before departing a few days later for Washington to take over as Chief Justice of the U.S. Supreme Court [B•T, Oct. 12].

Mr. and Mrs. O'Neill live at 3406 Huntington Blvd. in Fresno. They have five children. Mrs. Patricia Heflin, who is married to Air Force Col. C. J. Heflin; John E. Jr. and Dennis H., who served in the Air Force during World War II; Margaret Catherine, and Edwin R. Mr. O'Neill's hobbies are barbecuing steaks for his family and friends, riding his favorite Palomino over his ranches and deep sea fishing.

He has faith in television: "I believe that television can and will play an important part in developing the culture and education of our people. It will be a strong factor in bringing religion into the home, and I think television can improve the general standard of living."

*Gelausedup English

Look! iss a media–
Buyer here,
Und see how calm,
Mitouten fear;
We are his station
Number one—
He likes his media
Well done.

You too can calm
And peaceful be
Use

NHC-AM-TV

-CECIL-

AM FM TV

WNHC

NEW HAVEN

New England's first complete broadcasting service • represented nationally by Katz

* In Plain English

WNHC-TV reaches more than 2,540,760 people in Connecticut and adjacent areas. 125 newspapers carry WNHC daily program listings.

V H F
Channel 8

Three steps cover New Haven on radio.
- saturation — write for details
- NBC affiliation
- complete merchandising service

Advertisement

From where I sit
by Joe Marsh

"One For The Book"

Miss Reynolds, our town librarian, really put a smart-aleck motorist in his place one day last week—right in center of town, corner of Main and Walnut.

Her car stalled, tying up traffic. Most drivers just waited quietly realizing she couldn't help it—but one fellow, right behind her, kept blaring away on his horn.

So Miss Reynolds gets out of her car, walks over and says sweetly, "I'm afraid I can't start my engine. If you'd like to try, I'll be glad to stay here and lean on that horn for you." That stopped him!

From where I sit, a lot of us are sometimes a little overeager to "sound off" before we really understand what it's all about. Let's try to see the other fellow's side in whatever he does—how he votes, what he thinks, whether his preference is for a glass of beer or buttermilk—rather than simply blast out anyone who "gets in the way" of our ideas in these matters.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

Hal Tate

on all accounts

IN CHICAGO his face is a familiar Loop institution, conjuring images of passing celebrities in radio, television, motion pictures and other fields of entertainment. His byline is perhaps no less widely known. In fact, Hal Tate for years has been on the inside, looking in and out and around him.

With his diversified background, Mr. Tate seems particularly fitted to aptly fulfill his new duties as Chicago manager of the newly-created Alex Rosenman station representative firm. It represents WCAN-TV Milwaukee and will take on others.

Mr. Tate during his career has maintained his own program package firm, served as Chicago editor for radio-tv and film trade papers, conducted broadcast interviews, served as a disc jockey and has found time to freelance.

Born Alex Teitelman in Boswell, Pa., on Aug. 4, 1912, the youth moved to neighboring Johnstown at an early age. When he was about 13, Hal Tate traveled with his father (a cantor in the Jewish faith) and his mother to Michigan City and later came to Chicago on his own. He was graduated from John Marshall High School in January 1930.

His interest in journalism developed while in school. (He was sports editor of the *Marshall News* and later won a *Chicago Journal* contest.) He attended Northwestern U.'s School of Journalism (*Chicago Campus*) and began freelancing on his own. (Among his works: a *Lights Out* script, gags for comedians George Givot and Phil Baker.)

In the late 30's Hal Tate became Chicago editor of BROADCASTING, succeeding Bruce Robertson, now B•T senior associate editor. After that tenure, he moved into radio itself, conducting *The Radio Tattler*, *Movie Tattler*, and other programs on WBBM WMAQ WAIT WAAF WJJD. In between he also was Chicago representative for *Box Office*, the movie trade publication. In July 1943 he joined the Navy Seabees, serving as overseas correspondent of the *Seabee* in Honolulu, the Philippines and Guam. After he was discharged in 1945, he wrote for other trade papers.

Mr. Tate went into the package program field in 1950, turning out his *Who's Talking* quiz series, which has appeared over the years on more than 100 stations. At that time he also launched a disc show on WBKB (TV).

In his new capacity, Mr. Tate expects to travel to Minneapolis, St. Louis, Detroit, Chicago and Milwaukee—and maintain his package firm.

He is a member of the Chicago Television Council, Variety Club, AFTRA and other groups. He married the former Lucille Ellen Schall on Oct. 13, 1948. He has two children—Marilyn Jean, 4, and Martin, 2.

criteria in the carolinas

46% at 9:00 A.M. for BOB BEAN and "What's Cookin'".

40% in the afternoon for JIMMY PATTERSON, "By Jimminy".

PHIL AGRESTA'S "Carolina News" has 59%.

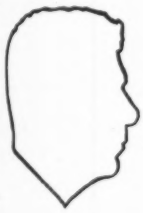
DOUG MAYES gets to 62% Saturdays with "Farm Market Reporter".

"Anything Goes" for 49% on Monday nights with GIL STAMPER.

45% gather daily at ARTHUR SMITH'S "Corner Store".

35% for JEANNE ALEXANDER and "Jeanne's Journal" Saturday AM's.

GRADY COLE... for 22 years "Mr. Radio" in the South with a 52% share of audience.



LEWIS MARTIN'S HPL packs a 39% in the afternoon and a 52% by "Starlite Salute".

CLYDE McLEAN'S NEWS has 57% of the 6:00 P.M. traffic.

Many on the street and 51% at home for FLETCHER AUSTIN'S "Streetman".

A 61% share for ALAN NEWCOMB'S Sunday evening "Evensong".

BOB RAIFORD'S "Robert D." race platters attract 38%.

Late in the evening FRED KIRBY'S "Hillbilly Star Time" reaches 55%.

JACK KNELL whose newscasts command 62% of the available ears at 12:35 P.M.

Meet WBT's criteria, each with his own individual "take" of the audience, according to The Pulse, Inc., March 1953... from 35% to 62% shares of audience, each personality leading all other competition.

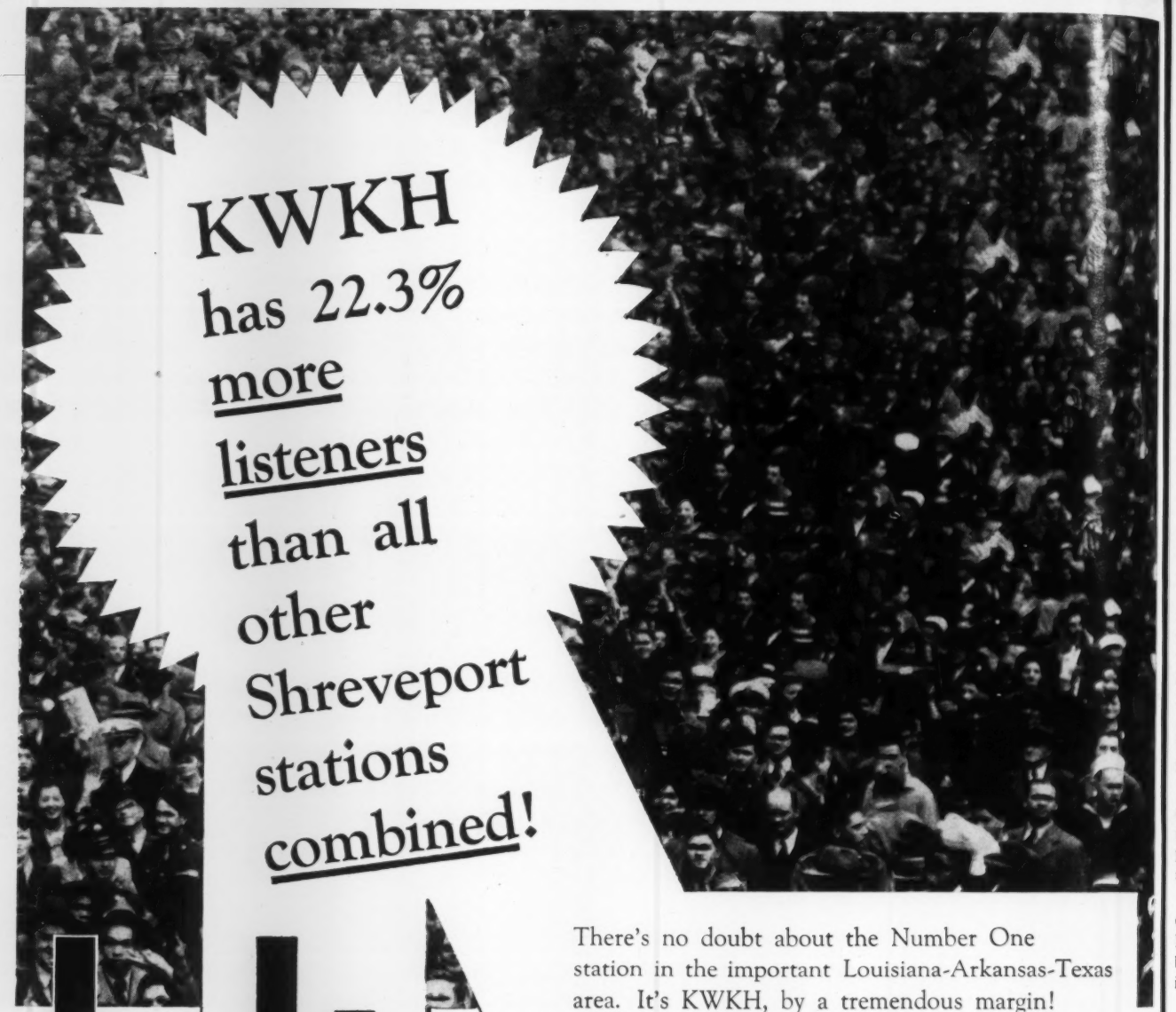
Each of WBT's Pulse-powerful personalities is a criterion of excellence in nearly 400,000 North Carolina and South Carolina radio homes. Creating a daily diversity of broadcast banter, information, syncopation and public service, they couple their individual personalities with the 31-year personality of WBT's 50,000 watts—to provide unmatched coverage and penetration in the Carolinas market.

WBT

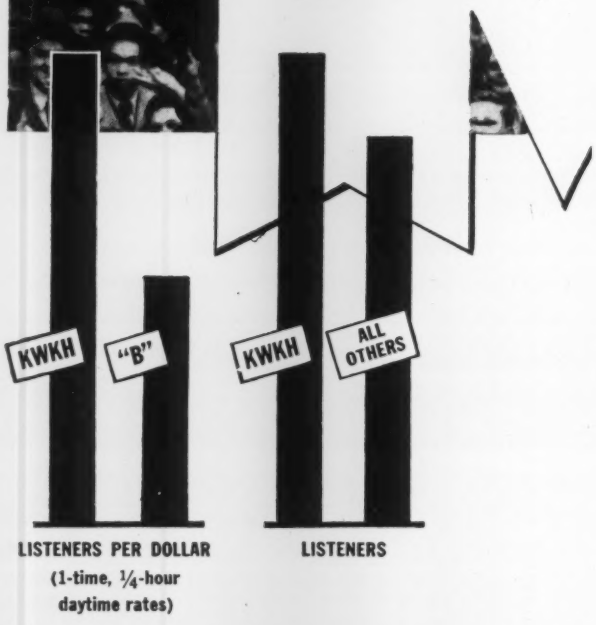
CHARLOTTE, N. C.

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales



KWKH has 22.3% more listeners than all other Shreveport stations combined!



There's no doubt about the Number One station in the important Louisiana-Arkansas-Texas area. It's KWKH, by a tremendous margin!

KWKH delivers 22.3% more Average Daily Listeners than Shreveport's four other stations combined—actually delivers 89.4% more listeners-per-dollar than the next-best station!

The audience figures above are from the new Standard Station Audience Report—the *more conservative* of the two recent audience surveys made in this area.

Write direct or ask your Branham man for all the proof of KWKH's overwhelming superiority.

50,000 Watts • CBS Radio •

KWKH

A Shreveport Times Station

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

December 21, 1953 Vol. 45, No. 25

FCC APPROVAL CLEARS WAY FOR COMPATIBLE TV COLOR

Criteria proposed by industry adopted by unanimous vote of six commissioners, Hennock not voting. Manufacturers praise action but warn that color sets will not be on market soon.

[*Full text of Decision and Order in special insert, page 58A*]

NOW it's up to the broadcasters, the manufacturers, the advertisers and the advertising agencies.

With FCC approval of the National Television System Committee's compatible color standards Thursday, the way was cleared for the commercial development of color tv for home reception—with no loss of the present 27.5 million black and white audience.

Word of the FCC's action stirred the television broadcasting and manufacturing industries.

Mingled with gratification at the step were cautions that the public must not expect full-scale color broadcasting or color tv receiver production for several years (see separate stories on these pages).

The FCC's favorable decision was never in doubt; the big question was when it would act. Belief that the decision would be forthcoming by—or before—Christmas was widely held during the last few months [B•T, Nov. 30].

Anticipating a rush of requests for special authorizations to transmit color before the effective date of the order—30 days after publication in the *Federal Register*—the Commission on Friday issued blanket approval for any tv station to broadcast commercial or sustaining programs under the new color standards. It asked that it be notified in advance when a station contemplated colorcasting.

Three Applications

Up to 3 p.m. Friday, the Commission had received three applications for special authority to broadcast under the new color standards. They were from WPTZ (TV) Philadelphia, WMAR-TV Baltimore, and WNBT (TV)-NBC New York.

Publication in the *Federal Register* has been arranged for early this week, it was understood. This would make the official, formal, effective date sometime the first week in February.

The FCC found that the compatible color television standards proposed by the all-industry NTSC were sufficiently proved to warrant commercial authorization.

The Commission concluded, however, that the NTSC proposals—which were recommended by virtually the entire radio-tv manufacturing industry—still had some bad features. These were the costs and complexities of station equipment and home receivers and the susceptibility of the color signals to interference.

However, the FCC foresaw the inter-play of competition as forcing costs down and simplifying the operation of station and receiver circuits.

It warned receiver manufacturers that on them would devolve the responsibility of producing home sets designed to minimize possible interference.

Major Requisite Deleted

A key requirement in the 1950 color tv decision—which authorized the CBS-sponsored, field sequential system, now deleted—that any new system would have to be so superior as to overshadow the approved color system, was dismissed as unwarranted in the light of the fact that the field sequential system never became established.

"It is our view, in the light of the changed circumstances, that a rigorous or inflexible application of our criteria would not be warranted," the Commission said ". . . . We believe, therefore, that the change in circumstances warrants a shift in emphasis and that we are justified in relying on the representations of petitioners that certain of the inadequacies as presently exist are a function of 'equipment limitations' and are not necessarily inherent 'system limitations.'"

The FCC's decision came almost six months after RCA-NBC petitioned for the establishment of the NTSC signal standards and four days less than five months after the NTSC itself filed a similar petition.

Following the RCA-NBC and NTSC petitions, the Commission on Aug. 8 issued its notice of proposed rule-making.

The 22-page report and order was unanimously adopted by six of the seven commissioners. Comr. Frieda B. Hennock was present, but abstained from voting. Comrs. Edward M. Webster, George E. Sterling and Robert E. Lee issued separate concurring statements.

Although admitting that proponents of the NTSC standards failed to meet every one of the criteria it established for consideration of a new color system, the Commission, in last Thursday's decision, declared it was persuaded that these limitations could be overcome by the following:

1. Overwhelming support for the proposed specifications by virtually all major manufacturers and substantial agreement that they have a potential for growth.

2. Approval of the NTSC standards will, it is hoped, provide an incentive and stimulus to manufacturers to overcome apparatus shortcomings. "The success of color hinges on mass receiver circulation," the FCC said, "and every effort must be made to bring the price down to the level of the mass purchaser. Every effort

Color Tv in Quantity Still Years Off—Baker

WARNING that color television will take some time before it occupies "more than a few hours weekly," was sounded by Dr. W. R. G. Baker, NTSC chairman and GE vice president in charge of electronics.

Dr. Baker

Dr. Baker's statement, issued concurrently with the release of the FCC's decision Thursday night, hailed the Commission's action as marking "an important step forward in the evolution of the television art."

Assurance that the present $7 billion invested in black and white receivers has been protected was also found gratifying by Dr. Baker. "The millions who now own black and white receivers, together with those who are interested in purchasing black and white receivers, now have official assurance that they will lose nothing by the Commission's action on color," Dr. Baker said.

But, he added: "It should be understood that while the Commission has approved basic color standards today, it will take manufacturers of color transmitting equipment and home receivers considerable time to develop, field test and mass produce color equipment. . . .

"Only a trickle of color television receivers will be manufactured in 1954. It may be years before quantity production can be reached. Likewise early color television receivers will be expensive; most manufacturers estimate that small screen sets giving a 12½-in. picture will cost in the neighborhood of $1,000.

"Meanwhile, the entertainment and cultural advantages which television offers now will continue to be available on large screen, high-quality black and white receivers at values never before offered."

COLOR BY CHRISTMAS—195? ..... an editorial

THE clamor for "color by Christmas" has been satisfied—to the extent that the FCC has given its official approval to the compatible system developed by the NTSC. There can be no doubt of color television's destiny. It will enhance enormously the public's enjoyment and the advertising impact of tv. Indeed it may revolutionize the entire approach to advertising in the future.

As far as the general public is concerned, however, color television is still a paper system, and will be for some time to come. It is to be hoped that this fact will be made clear in future statements by television manufacturers and telecasters.

In the exuberance occasioned by the FCC's action, there have been some announcements which, in the light of known production potentials, seem excessively optimistic. It will be to the advantage of manufacturer and telecaster alike to apply every energy to the intricate technical problems of getting color production rolling and meanwhile to provide the public with realistic information. The competitive race to the color market is bound to create a temptation to exaggerate. To the extent that this temptation is kept in check, to the same extent the public's acceptance of color will be assured and the possibility of causing disillusionment avoided.

must also be made to design equipment to minimize the additional interference susceptibility of operations under the proposed specifications. History has demonstrated that American industry is capable of devising practical and economical equipment on a mass production basis. We have the assurance of the industry that the enormous engineering and production ingenuity at their command will be focused on these remaining problems."

Although there is an adverse effect on picture quality, due to the requirements necessary to construct the information into a 6-mc band, "the saving of frequencies resulting from the use of this technique . . . meets minimum standards of acceptability," the Commission said.

"The accomplishment of a compatible color television system within a 6-mc bandwidth is a tribute to the skill and ingenuity of the electronics industry," the Commission said.

Color reproduction is not completely faithful, the Commission said, but it is "sufficiently accurate to be a pleasing reproduction." Resolution loss, as compared to black-and-white definition, is offset by the "greater realism resulting from the addition of color information," the FCC declared. Although the brightness level of color equipment is lower than on monochrome receivers, it nevertheless is "within the range of acceptability for home viewing," the Commission stated.

Must Be Simple

Referring to its criteria that color receivers must be simple enough to operate in the home and that the cost must be cheap enough to make them available to the great mass of the American public, the Commission made the following evaluation, based on 13 receivers in operation at the Oct. 15 demonstration in New York and the receivers furnished by three manufacturers to the FCC's laboratories:

- The color tube and associated circuitry is of complicated and intricate design and will impose a burden in servicing and maintenance as compared with present monochrome receivers.
- Viewer controls are relatively simple. Color controls do not appear to be critical. Reception of colorcasts requires more fine tuning than now required by black and white receivers, but is not significant. Chroma control is not critical, nor are hue controls which are included in some sets.
- Only data on costs was submitted by RCA-NBC. Based on tube cost of $175-$200, initial receivers will be priced at $800-$1,000. "We do not believe that the data in the record are sufficient to support the conclusion that the presently available receiver apparatus is 'cheap enough in price to be available to the great mass of the American people' as contemplated in our criteria," the Commission said. "However, several manufacturers have expressed their conviction that when color television reaches the mass production stage, substantial reduction in the price of color receivers will follow, as was the case of the monochrome receiver."

Operation of NTSC-standards station equipment is more complicated than present black and white equipment, the Commission pointed out, but the station owner will find his technicians able to handle color gear with additional training.

Cost Estimates

With station equipment cost estimates submitted only by RCA-NBC ($187,500 for equipment to transmit network colorcasts, originate color slide, film and live programs), the Commission stated it was convinced that reductions would be accomplished by manufacturers once lines are designed and production begins. "We believe," the FCC said, ". . . that the future holds promise for the development of cheaper apparatus."

Susceptibility to interference is related to the signal specifications, the Commission stated, and is influenced by equipment design.

Data submitted regarding interference is limited since only one receiver and a limited range of signal conditions was included, the FCC said.

The more intensive use of the television channel (due to the addition of color information) renders the system more vulnerable to interference, the Commission said, particularly in the region of the subcarrier. This interference could originate from additional sideband energy radiated by a color transmitter on the upper adjacent channel, or by some other source of continuous wave radio energy, it pointed out. Also, the Commission said, radiation from the 3.579545 mc subcarrier oscillator in color receivers and several of its harmonics fall in the amateur band.

The Commission called on transmitter and receiver manufacturers to confine the radiations and protect the receivers by utilizing "the methods known to the art for reducing this interference susceptibility, even though such methods may involve additional manufacturing cost."

The Commission found that the NTSC color signals could be transmitted intercity over existing microwave and coaxial lines, although the latter gave a degraded—but minimum acceptable—picture. It also held out the possibility that commercial and audience pressures might force the AT&T to improve coaxial cables with developments it has underway.

NTSC signal meets the standards of compatibility, the Commission found, but black and white pictures "suffer some degradation." It called attention to "dot structure" visible on the black and white picture but stated that beyond the critical distance there appears to be no significant deterioration. Therefore, it concluded, the degree of degradation is not substantial.

As to "reverse compatibility," the quality of the black and white picture on a polychrome receiver, the Commission was somewhat disappointed. "Our own observation indicates that the monochrome picture suffers a noticeable loss of definition when received on a color set."

The Commission called attention to the lack of any plans for the production of converters. The industry generally has agreed that the price of a converter to transform a monochrome set into a color receiver would be almost the same as that for a full-scale color receiver.

Webster Cites Difficulties

Comr. Webster referred to the high cost and complexity of receivers and station equipment and the degradation of pictures, plus susceptibility to interference. He observed that the public should be forewarned "that in view of the subjective nature of the evaluation . . . it is not likely that unanimity will prevail with respect to the adequacy of present color pictures" and that some viewers may find the results less satisfactory than expected. He called on manufacturers to design receivers adequately to overcome these problems.

Comr. Sterling said he was certain that larger pictures and cheaper receivers and less complex receivers will be made available within the next two to three years. In the meantime, he said, the public can continue to buy black and white receivers with the assurance that they will be able to receive colorcasts in black and white. He also expressed the hope that the industry would give the interference problems "high priority" as they begin to build equipment for public consumption.

Comr. Lee paid tribute to the industry "and the able and ingenious men comprising it who have made this new miracle possible." He foresaw the evaporation of the defects and shortcomings that now exist as the industry takes on mass production. He also foresaw a "tremendous boost" for the economy from this development.

Commission's action last week eliminates the field sequential system chosen by the FCC in

Color Pattern

PROPOSAL that the FCC authorize daylong "test patterns" for color tv was made last week by Telechrome Inc., Amityville, L. I., N. Y., color equipment manufacturer.

As described by Telechrome, stations would telecast 10 or 12 bars at the top and bottom of the picture, indicating colors and other pertinent information for servicemen in adjusting color sets. All these signals would be above or below the picture mask and thus would not be visible to a viewer, Telechrome pointed out.

1950 after lengthy hearings beginning in September 1949. The so-called CBS system was authorized by the Commission, following extensive testimony and demonstrations which saw RCA and Color Television Inc. (a West Coast firm) offer competing systems.

Although incompatible with existing black and white receivers—of which there were about 7 million in operation then—the field sequential system was approved by the FCC because it showed the best color pictures of the three offered.

Following the FCC's decision in the fall of 1950, RCA appealed the decision to the courts. The FCC was upheld by the Supreme Court in 1951 and CBS telecast the first commercial program in June of that year. Four months later, following the outbreak of the Korean War, Defense Mobilizer Charles E. Wilson asked manufacturers to cease color manufacture to conserve materials and release engineers for defense work. This ban which hindered the CBS system was revoked last March.

However, during this period, the NTSC, formed by RETMA and under the chairmanship of Dr. W. R. G. Baker, GE Electronics Division vice president, evolved signal specifications for a compatible color tv system. Its members are experts in the electronics field.

Five Time Question

All together, the Commission has had color tv under consideration five times since 1940, when commercial television was authorized. In 1940 and again in 1945, in allocations proceedings, it decided color tv was not sufficiently advanced to warrant its establishment on a commercial basis. In 1946-47, it held hearing on a CBS petition to authorize polychrome tv. CBS was denied then on the ground that the color tv shown was not good enough and used too much spectrum space. RCA opposed CBS in that proceeding. The 1949-50 hearing, made on the Commission's own motion, ended in the choice of the field sequential system, which was superseded by last week's adoption of the NTSC signal specifications.

When the FCC authorized the field sequential system, it stated that compatibility, although much to be desired, was too high a price to pay for delaying color tv. It set up a set of standards which any new color tv system would have to meet in order to be considered by the FCC.

In the comments filed, questions regarding equipment costs and circuitry were raised by CBS, which nevertheless favored the adoption of the NTSC standards; Paramount Television Productions Inc. (a subsidiary of Paramount Pictures Inc. and licensee of tv station KTLA Los Angeles); Chromatic Television Labs. Inc. (half-owned by Paramount Pictures); American Television Inc., Chicago manufacturer and retailer; and two Richmond, Va., engineers, Marshall Soghoian and S. L. Cooke Jr.

Paramount and Chromatic recommended that the Commission withhold approval of the NTSC standards until a $500 color receiver was available. [Most estimates of the price of initial color tv receivers range from $800 to $1,000.]

Support for the adoption of the NTSC proposals came from RCA-NBC, Philco, Sylvania, GE, Motorolo, Hazeltine, Admiral, Westinghouse Radio Stations Inc., among others.

Accompanying the report and order were two appendices. One was a 9-page technical description of the NTSC method of adding color to the black and white telecast. The other was an 11-page revision of the standards for tv to include the NTSC standards for color-casting. This was accompanied by five charts.

The decision was drafted and written by Broadcast Bureau Rules & Standards Division Chief Arthur Scheiner and staff.

[Text of FCC's report and order see page 58A.]

RCA LEADERS VOICE PRIDE; CITE PAST, PRESENT AND FUTURE OF COLOR VIDEO

'Historic . . . opens a new era in electronic communications . . . adds new dimension to the entertainment arts . . . supplies a new power to advertising . . . greatly increases merchandising possibilities,' Sarnoff says. 'Great victory for RCA but even greater triumph for public and tv industry,' says Folsom, who predicts first color sets will be off RCA production lines in about six months.

"THE DAY on which the FCC approved standards for the commercial broadcasting of compatible color television will be remembered in the annals of communications along with the historic date of April 30, 1939, when RCA and NBC introduced all-electronic black-and-white television as a new broadcast service to the public at the opening of the World's Fair in New York."

This was what Brig. Gen. David Sarnoff, RCA board chairman, said Thursday when notified of the FCC decision.

"At that time we added sight to sound. Now we add color to sight," he said.

"Color television opens a new era in electronic communications and adds a new dimension to the entertainment arts," he said. "It

BRIG. GEN. SARNOFF
"Now we add color to sight"

supplies a new power to advertising and greatly increases its merchandising possibilities. It adds realism to journalism, intensifies television as a social and educational force, and opens the way for a significant advance in service to the public."

Voicing RCA's pride in the leadership its scientists and engineers achieved in developing the all-electronic monochrome tv system, compatible color tv and the RCA tri-color tube which, he said, makes compatible color possible, Gen. Sarnoff stated:

"Dedicated to pioneering and steadfast in our purpose to give America pre-eminence in communications, we shall continue our efforts to advance and to merit the faith and confidence the American people have in 'RCA' as an emblem of quality, dependability and progress."

'RCA Will Have It'

Frank M. Folsom, RCA president, recalled that seven years ago, on May 7, 1946, Gen. Sarnoff had said: "When a modern and practical color television system for the home is here, RCA will have it." The decision, Mr. Folsom said, "is a great victory for RCA. But it is an even greater triumph for the public and the entire television industry."

Pointing out that RCA scientists had been engaged in basic research work related to color tv as far back as the 1920's, even before black-and-white tv had been introduced, Mr. Folsom said that since then RCA has spent more than $25 million "to achieve our objective of adding the beauty and reality of color to the black-and-white service we pioneered."

The FCC decision paves the way for introducing color without disturbing the present monochrome service to the public, Mr. Folsom said, "RCA and NBC will invest an additional $15 million during color television's introductory year to establish this new service on a solid foundation," he declared.

First color sets with a 14-inch picture and priced between $800 and $1,000, will begin to come off RCA production lines in small quantities in about six months, Mr. Folsom said, noting that considering the relative values of the dollar, these prices compare favorably with the price of the first 12-inch black-and-white receivers introduced in 1939. When mass production of color sets and tri-color tubes gets under way, about a year after they are introduced, prices will come down as they did for black-and-white, reaching this goal after several years, he opined.

Someone Must Risk It

To make any new service available to the public, "someone must take the risks of leadership and incur the necessary initial capital expense required to start a new industry," Mr. Folsom said. "RCA has done this before with radio broadcasting and black-and-white television. RCA has done it again with compatible color television."

After spending $50 million to develop and establish black-and-white tv, RCA in introducing color, "is following the same policy of making its inventions available to the industry as it did in radio and black-and-white television. This means that other members of this highly competitive industry can get into color television quickly and benefit accordingly," he said. He pointed out that there are approximately 85 set manufacturers and 70 tube manufacturers now competing in the radio-tv industry, and more than 340 tv stations are now on the air.

NBC, with two color studios in operation in New York and plans for converting studio facilities in Brooklyn and Burbank, Calif., for color, also has color cameras and associated equipment, as well as mobile units, on order for the network's other o&o stations in Washington, Cleveland and Chicago, to equip them for color program originations. With the 65 NBC-TV affiliates who have signed color amendments to their affiliation agreements and have ordered the equipment needed for them to broadcast network color programs, this makes a total of 70 NBC stations preparing for color. By Dec. 1, one or more stations in 57 cities had ordered color apparatus, RCA said, with deliveries expected to start by March 1954.

NBC-TV, which has already broadcast a

XUM

number of its commercial programs in color, all dress rehearsals except the Nov. 22 *Colgate Comedy Hour* which on that date received the first compatible colorcast of a sponsored network program, plans to put every NBC-TV program on the air in color during the "introductory year" plan set forth by NBC President Sylvester L. Weaver. During this time, before color receivers get into the homes of the viewing public in any appreciable number, each sponsor and agency will have the chance to experiment with the actual production of each commercial program in color, preparing them for the time when there will be a general viewing audience for their colorcasts. NBC will itself stand the cost of the color experimental broadcasts, over all normal costs, for this experimental period.

DuMont Color Scanners To Be Available Soon

ALLEN B. DuMONT Labs said last week that its new "Colorvision Slide Scanners," first of which it shipped to CBS [B•T, Dec. 14], will be made available soon to tv receiver manufacturers throughout the industry. It said the new scanner, culmination of years of research and development by DuMont, would provide set manufacturers with "exceptionally clear, reliable color signals with which to test television receivers now being designed in preparation for the advent of commercial color television." CBS-TV is employing its scanner on the programming side, using it to colorcast titles, captions, credits, and photographic stills in color as part of its experimental work on programming in color under the NTSC-approved color standards.

Muntz 'Color' Set

A COLOR tv receiver—which shows only black and white pictures—has been announced by Muntz Tv, Chicago. Selling for $500, the receiver is said to contain a complete color circuit, but is equipped with a 27-in. black and white tube. Delivery is promised by early February.

Muntz said the receiver incorporates a "revolutionary circuit" developed by Hazeltine Research Labs. Explaining the new circuit, Muntz said that the entire color separator in the set has been eliminated. When color tubes are released, Muntz said it would install them in the color sets for the estimated retail price of $125. Tubes of 18-in. size are contemplated, Muntz said, referring to the Lawrence tube.

Muntz claimed that the proposed receiver will have 24 tubes and will operate on 300 w of power, compared, the announcement said, with the 30-46 tubes and 1,200 w of power needed to operate other sets.

A. V. Loughran, Hazeltine vice president in charge of research, acknowledged that Hazeltine had put out a report in October to all licensees describing the principle of the type of separation, but not divulging details. He said that Hazeltine might announce the principle and demonstrate the circuit sometime in January.

CBS PLEDGES 'EVERY EFFORT'

Dr. Stanton, hailing FCC's adoption of new standards for color tv, says CBS now can 'focus energies toward making color tv a reality.'

"THE ADOPTION by the Federal Communications Commission of the new standards for color television broadcasting ends the long period of development, controversy and uncertainty," Dr. Frank Stanton, CBS president, said. "CBS, along with all segments of the industry, can now focus its full energies toward making color television a reality for the American home.

"During 1954," Dr. Stanton said, "CBS Television, in its color broadcasting, will make available to the public its regular programs on a rotating basis so that before the end of the year, each of the regular programs, whether originating in New York or in Television City (Hollywood), will be seen in color.

"In addition, CBS will broadcast a regular daytime color series. In scheduling our color programs, we will take into consideration the schedules of other networks in order to avoid duplication so the public can have the benefit of the maximum number of hours possible of color. The rate of additional expansion of network color programming by CBS Television will depend on the rate of color receiver production.

DR. FRANK STANTON
As he appeared when testifying on color tv before the House Interstate & Foreign Commerce Committee last March.

"CBS-Hytron, the tube manufacturing division of CBS, has developed a color picture tube which will be in mass production in March 1954. CBS-Columbia, the receiver manufacturing division of CBS, has completed prototypes of color receivers, which will be in mass production by mid-year.

"CBS is prepared to bring visually into the homes of the American people the more complete information and greater reality that can only be conveyed by the added dimension of color. We confidently expect the very rapid introduction, during the coming year, of this most exciting new development. CBS pledges its every effort to achieve this objective."

Acquisition of the RKO 81st Street Theatre on Broadway in New York for conversion into a CBS-TV color television studio was announced Friday by CBS-TV President J. L. Van Volkenburg. He said extensive alterations to the theatre's interior would be completed in four months.

Thirst for Color First

AFTER the FCC decision, NBC-TV went on the air at 5:32:17 p.m. Thursday with what it called the "first authorized color signal," showing the NBC trademark—the NBC chimes—in the three primary colors.

First compatible color program following the decision was aired by CBS-TV starting at 6:15 p.m., concluding just before NBC-TV got its first post-decision colorcast under way at 6:30 p.m. CBS President Frank Stanton introduced his network's color program; NBC President Sylvester L. Weaver Jr. acted as master of ceremonies of his network's show, which included a filmed (in black-and-white) statement by Brig. Gen. David Sarnoff, RCA-NBC board chairman.

During the NBC-TV colorcast, Mr. Weaver said that, if the FCC gave its approval, NBC-TV would put yesterday's (Sunday) telecast of *Amahl and the Night Visitors* for Hallmark Cards; Chesterfield's Christmas Eve *Dragnet* program and the New Year's Day Tournament of Roses Parade, for Woolworth Stores, on the network in color.

LARGER LAWRENCE TUBES EXPECTED

THOMAS Electronics Inc., Passaic, N. J., independent manufacturer of cathode ray picture tubes, has signed a licensing agreement to produce the 21-inch and larger Lawrence color tubes, it was announced jointly last week by Thomas L. Clinton, president of Thomas Electronics, and Richard Hodgson, president of Chromatic Television Labs of New York and Oakland, developers of the Lawrence tube.

The Lawrence tube, invented by Dr. Ernest O. Lawrence, Nobel prize-winning physicist of the U. of California, employs only a single electron gun, and is said to make possible larger color pictures than are practical in the case of other color tubes. In this connection, Robert E. Lewis, Thomas Electronics general sales manager, said the tube may be "the real answer to large-screen color television at reasonable cost." He added that company engineers are currently at Chromatic's Laboratories in Oakland, studying manufacturing techniques as "a preliminary to setting up pilot production lines."

Step Towards Large Screen

In commenting on the significance of the agreement, Mr. Hodgson declared:

"This is a major step toward bringing color tv on the large screen it has become used to having in black and white. Moreover, the single gun principle, in addition to permitting a large picture, is both cheaper to produce and simpler to operate than the three-gun tubes previously experimented with by other companies. The Lawrence color tube also gives a much higher quality of black and white reproduction from the standard telecasting today."

Thomas Electronics is the second licensee of the Lawrence tube to be announced. Last month Crosley Radio & Television division of Avco Mfg. Corp. announced it had signed an agreement with Chromatic to produce the color tube at its plant in Batavia, Ill.

Color Television: 1941-1953

1941: FCC allocates spectrum space for black and white television; decides color tv is too far in future.

1945: FCC expands frequency bands for black and white television; reserves ultra high frequency bands for future expansion of black and white and color tv.

1946-47: CBS petitions for commercialization of color tv. After lengthy hearing, FCC denies request on ground that state of art is not far enough along and that color tv shown by CBS and RCA requires too much spectrum space.

Sept. 30, 1948: Freeze on tv application processing ordered by FCC. Major questions to be probed are separation factors and the use of uhf for additional tv channels.

May 26, 1949: Preliminary plans for far-reaching vhf-uhf hearing announced by FCC, with color among subjects to be considered.

Sept. 26, 1949: First phase of tv hearing, dealing with color, gets under way.

Nov. 22, 1949: Color sessions recess; field-test notice issued by FCC.

Feb. 20, 1950: Color hearing resumes.

Feb. 23, 1950: Comparative color demonstrations held by FCC; systems shown by CBS, RCA and Color Television Inc.

May 26, 1950: Color hearing ends.

July 11, 1950: FCC begins deliberations on color tv. Participants submit final summations July 10. Also on July 11 Condon committee submits its color tv report to Senate Interstate and Foreign Commerce Committee.

Sept. 1, 1950: FCC issues its "First Report" on color tv, favoring CBS system but advancing plan for manufacture of tv receivers with "bracket standards" as means of delaying final decision to permit further studies.

Sept. 29, 1950: Manufacturers say they cannot meet FCC's deadline for manufacture of "bracket standards" sets.

Oct. 11, 1950: FCC issues "Second Report" on color, adopting CBS standards effective Nov. 20, 1950.

Oct. 17, 1950: RCA and two subsidiaries, NBC and RCA Victor Distributing Corp., file suit against FCC on color decision in U. S. District Court in Chicago.

Nov. 16, 1950: Chicago court, after two days of hearings in which seven manufacturers, servicemen and others took RCA's side, grants temporary restraining order delaying effectiveness of color standards pending further decision of the court.

Nov. 20, 1950: National Television System Committee, all-industry group of engineers and technicians, appoints ad hoc committee to study the possibility of developing compatible color tv standards.

Dec. 22, 1950: Chicago District Court, in a 2-1 decision, upholds FCC's approval of CBS color system, but prohibits start of commercial operations pending a ruling by the Supreme Court. Judge LaBuy dissents. Temporary stay order is continued until April 1, 1951, or such time as Supreme Court dissolves the restraint.

Jan. 26, 1951: RCA initiates appeal to U. S. Supreme Court for itself and two subsidiaries. It is joined in suit by Emerson Radio & Phonograph Corp.

March 26-27, 1951: Supreme Court hears oral argument on color tv case; RCA and Emerson opposing FCC decision, Solicitor General of U. S. and CBS in behalf of FCC decision.

May 28, 1951: Supreme Court, by 8-0 vote, affirms lower court ruling in favor of CBS color. Justice Frankfurter issues a "dubitante," neither concurring nor dissenting.

June 25, 1951: First commercial color telecast by CBS; one hour program, sponsored by 16 advertisers.

Oct. 19, 1951: At request of Defense Mobilizer Wilson, manufacturers agree to cease color equipment production for duration of Korean War.

Nov. 26, 1951: NTSC approves tentative signal specifications for compatible color tv for field test purposes.

Jan. 15, 1953: NTSC approves in principle final signal specifications for compatible color tv.

March 6, 1943: Sen. Edwin C. Johnson (D-Colo.) charges "powerful interests" are seeking to delay introduction of color tv. Charges made in letter to Sen. Charles W. Tobey (R-N.H.), chairman of Senate Interstate and Foreign Commerce Committee.

March 13, 1953: Rep. Charles A. Wolverton (R-N.J.), chairman of House Interstate and Foreign Commerce Committee, announces color tv inquiry.

March 24-27, 1953: House Commerce Committee holds inquiry into status of color tv.

March 26, 1953: National Production Authority revokes ban on manufacture of color tv equipment.

April 14-15, 1953: House Commerce Committee views compatible color tv in Princeton, N. J., and New York City, demonstrated by RCA, CBS and Chromatic Television Labs Inc.

June 25, 1953: Petition to authorize NTSC compatible color tv standards filed with FCC by RCA and NBC.

July 21, 1953: NTSC approves final specifications for compatible color tv signal.

July 22, 1953: NTSC files petition with FCC asking authorization of its compatible color tv signal specifications. Petition is followed by similar requests by Philco, GE, Motorola and Sylvania.

Aug. 7, 1953: FCC issues notice of proposed rule-making relative to authorizing NTSC specifications for color tv.

Sept. 8, 1953: Comments on FCC's proposal filed by NTSC, Westinghouse Radio Stations Inc., Admiral, Hazeltine, CBS, American Television Inc., Paramount Television Productions, Chromatic Television Labs., and two radio engineers, Soghoian and Cooke of Richmond, Va.

Oct. 15, 1953: Comparative color tv demonstration held in New York for FCC by NTSC and industry members.

Dec. 17, 1953: FCC approves NTSC compatible color tv signal specifications, effective 30 days after publication in the *Federal Register*.

Capitol Airline Among 'Today' New Buyers

CAPITOL Airlines, Washington, D. C., through Lewis Edwin Ryan, same city, has ordered 39 participations over 13 weeks on *Today* (NBC-TV, Mon.-Fri., 7-9 a.m., EST), starting Jan. 18, and Curtis Publishing Co., Philadelphia, through BBDO, N. Y., has ordered one participation on the same show on Jan. 5. Extensions of business for *Today* include those of American Maize-Products Co., N. Y., through Kenyon & Eckhardt, New York, for 24 participations in 12 weeks, beginning Dec. 28; Emerson Drug Co., Baltimore, through Lennen & Newell, New York, for eight more participations, raising to 112 the number the company has contracted between July 20, 1953 and July 16, 1954.

Gillette Christmas Show

GILLETTE Safety Razor Co., will present a special Christmas show Dec. 25, from 10-11 p.m. on ABC Radio and NBC-TV. Representing $250,000 in talent, "Christmas With the Stars" will originate from New York, Hollywood and Boston. It replaces Gillette's regular Friday night *Cavalcade of Sports* boxing.

Talent includes Tyrone Power, Eddie Fisher, Audrey Hepburn, Rosemary Clooney, Victor Borge, Eddie (Rochester) Anderson, and the Boston Pops Orchestra conducted by Arthur Fiedler. Howard Teichmann is writer and Joseph Santley producer. Maxon Inc., New York, is the agency.

Vitamin Corp. Tv Plans

VITAMIN Corp. of America, New York, effective Jan. 16, will sponsor *Up For Adoption*, a half-hour series, Saturdays, 7-7:30 p.m. on ABC-TV, subject to clearance by the network. The show will be a series of remote originations and will have Kathy Godfrey, sister of CBS' Arthur Godfrey, as one of the principals. BBDO, New York, is the agency.

Three Sign for Lewis Show To Start Jan. 2 on CBS Radio

THREE sponsors are reported to have been signed for quarter-hour sponsorships in CBS Radio's new, full-hour Saturday morning program featuring Robert Q. Lewis, which is slated to start Jan. 2 (11 a.m. to 12 noon, EST). They are: Milner Products (Pine-Sol), Mutual of Omaha, and Nehi soft drink.

Tv Drama by Remote

WHAT was claimed to be the first remote telecast of a network dramatic production was presented on NBC-TV Dec. 8 when *Armstrong's Circle Theatre* was televised from an improvised stage in the National Guard armory at Lancaster, Pa. Normally telecast from New York, the show was presented in Lancaster during the 32d annual convention of wholesale distributors of the Armstrong Cork Co.'s floor division. Some 500 distributors, guests and Armstrong personnel composed the "studio" audience.

SOUTH SIDE Petroleum Co. (Oklahoma gasoline) has bought three programs for 52 weeks on WNBQ (TV) Chicago, NBC o&o outlet, including Len O'Connor's five-minute news cut-in across the board on NBC-TV's *Today*. On hand for the contract-signing are (l to r): Arthur Berg, WNBQ account executive; Evelyn Young, vice president of Maryland Advertising Agency, which handles account; Joseph E. Guilbault, Oklahoma president; Tony Weitzel, whose *Town Crier* also is sponsored by the firm; John McPartlin, WNBQ sales manager, and Mr. O'Connor. Third Oklahoma buy is a full-hour *Western Playhouse* film on Sundays. Oklahoma also has started a radio spot campaign on WIND and other stations.

Berger Joins Geyer Adv.

E. W. BERGER, vice president of Kaiser-Frazer Sales Division of Kaiser Motors Corp., has resigned to join Geyer Adv. Inc., as vice president. He will continue to live in Detroit, with headquarters in the agency's Detroit offices.

Owen Quits Orr & Assoc.

ROBERT B. OWENS, JR. has resigned as vice president and chairman of the board of Robert W. Orr & Assoc., New York. His future plans will be announced Jan. 1.

NEW BUSINESS

General Mills Corp., Minneapolis, signed for Friday, 3:45-4 p.m. EST, portion of *Bob Crosby Show* (CBS-TV), Mon.-Fri., 3:30-4 p.m. EST, starting Jan. 8, and **Hagen Corp.,** has bought Wednesday, 3:30-3:45 p.m. EST, period of same show, starting Feb. 10. Six quarter-hour segments of show are now sponsored. Agency for General Mills: Knox Reeves, Minneapolis. Agency for Hagen: Ketchum, McLeod & Grove, Pittsburgh.

Colgate-Pamolive Co., Jersey City, renews *Lorenzo Jones* (NBC Radio, Mon.-Fri., 5:30-5:45 p.m. EST), effective Jan. 4. Agency: William Esty Co., N. Y.

Toni Co. (Bobbi home permanents and White Rain shampoo) renews sponsorship of Tues. and Thurs. first quarter-hour of *Breakfast Club* on ABC Radio (Mon.-Fri., 9-10 a.m. EST) for 52 weeks, effective Dec. 1. Agency: Tatham-Laird, Chicago.

Philco Corp. renews Mon.-Fri. sponsorship of 9:45-10 a.m. *Breakfast Club* segment for 52 weeks, effective Dec. 28. Agency: Hutchins Adv. Co., N. Y. and Phila.

Gillette Co. to again sponsor Orange Bowl football game between U. of Oklahoma and U. of Maryland, on CBS Radio Jan. 1. Agency: Maxon Inc., N. Y.

Pharmaceuticals Inc., N. Y. (RDX, Geritol), has signed as co-sponsor of *Rocky King, Detective* (DuMont, Sun., 9-9:30 p.m. EST) for two years starting Jan. 3. Agency: Edward Kletter Assoc., N. Y.

Procter & Gamble to sponsor *Brighter Day*, daytime serial, on CBS-TV (Mon.-Fri., 1-1:15 p.m. EST), effective Jan. 4. Agency: Young & Rubicam, N. Y.

Kellogg Co., Battle Creek, Mich. (cereals), Jan. 3 renews for 52 weeks first half hour segment of *Super Circus* on ABC-TV, Sundays, 4-5 p.m. CST. Agency: Leo Burnett Co., Chicago.

Mutual of Omaha buys three six-minute participations weekly on *Today* (NBC-TV) for 52 weeks starting Jan. 25. Agency: Bozell & Jacobs, Chicago.

General Foods (Sanka) to sponsor Mon. and Wed. segments of Robert Trout newscasts, CBS Radio (Mon.-Fri., 10:30-35 p.m. EST), effective Jan. 4, and also Tues. 10:15-20 p.m. period featuring Galen Drake on same network. Agency: Young & Rubicam, N. Y.

Norwich Pharmacal Co., Norwich, N. Y., (Pepto Bismol), renews *Sunday News Special*, featuring Don Hollenbeck, over CBS-TV (Sun. 11-11:15 p.m. EST) starting Jan. 3. Agency: Benton & Bowles, N. Y.

Nestle Co. (cocoa and candy products) signs as co-sponsor (with **Ralston Purina**) of *Space Patrol* on ABC-TV (Sat., 11-11:30 a.m. EST) for 52 weeks, effective Jan. 16. Agency: Cecil & Presbrey, N. Y.

Los Angeles Soap Co., L. A. (White King soap), starts *Harry Babbitt Show* on 23 Columbia Pacific Radio Network stations (Mon., Wed., Fri. and alternating weekly with Tues. and Thurs., 7:45-8 a.m. [PST]), for 52 weeks from Jan. 4. Agency: Raymond R. Morgan Co., Hollywood.

Sun Oil Co., Phila., renews *Sunoco Three-Star Extra* news program over NBC Radio (Mon.-Fri., 6:45 p.m. EST) starting Jan. 11. Agency: Ruthrauff & Ryan, N. Y.

Bristol Myers Co., N. Y. (Ipana and Sal Hepatica) renews *Jimmy Wakely Show* on 11 Columbia Pacific Radio Network stations, Sat. 7:30-8 p.m. EST for 52 weeks from Jan. 2. Agency: Young & Rubicam Inc., N. Y.

Babbitt Co. (BAB-O) asking for daytime availabilities starting Jan. 1 for 52 weeks. Agency: Dancer-Fitzgerald-Sample, N. Y.

Chrysler Corp., Detroit, renews *Medallion Theatre* (CBS-TV, Sat., 10-10:30 p.m. EST). Agency: BBDO, N. Y.

Phillips Petroleum Co. buys *I Led Three Lives* on WGN-TV Chicago, starting Dec. 15. Agency: Lambert & Feasley Inc., N. Y. **Broil-King Rotisserie Div.** of International Appliance Corp. buys *Craig Kennedy, Criminologist* on same station, starting Dec. 11. Agency: Richard I. Hirsch & Co., Chicago.

Pure Oil Co., Chicago, renews NBC co-op program *Who Said That?* on WNBQ-TV Chicago, for 52 weeks starting Jan. 4. Agency: Leo Burnett Co., Chicago.

Kellogg Co. of Canada Ltd., London, Ont. (breakfast foods) on Jan. 1 renews for 46 weeks *Les Amis de Charlotte* on seven French Radio Associates network, Sat. 9-9:55 a.m. Agency: Leo Burnett Inc., Toronto.

New England Provision Co. (NEPCO all-beef frankfurters) will sponsor *Boston Blackie* show alternating Fridays 10:30 p.m. WNAC-TV Boston, and co-sponsor *Cisco Kid*, Thurs., 6:30 p.m.

Dow Breweries Ltd., Montreal, has started 10-minute sports program five days weekly on three Quebec stations. Agency is Vickers & Benson Ltd., Montreal.

Tidewater Associated Oil Co., S. F., started 36 broadcasts of major intercollegiate basketball games in California on KFWB Hollywood, Dec. 1. Agency: Buchanan & Co., S. F.

SPOT

W. F. McLaughlin & Co. (Manor House coffee) buys 18 spots per week for 52 weeks on WCAN-TV Milwaukee. Agency: Earle Ludgin & Co., Chicago.

Dean Van Lines, L. A., appoints Hutchinson-Hadlock Co., Hollywood. Radio spot announcement campaign has started on KHJ, KMPC that city and KBIG Avalon. **Roger Hutchinson** is account executive.

AGENCY APPOINTMENTS

Girard's Inc., San Rafael, Calif. (french dressing), names Honig-Cooper Co., S. F.

Music Masters Records Inc., Beverly Hills, appoints Frank-Gold & Rich Agency, that city. Radio will be used.

Prudential Chemical Co., L. A. (Silver Star paints, caulking compounds) names Beckman, Hamilton & Assoc. Inc., same city. Radio and tv will be used in spring season. **Milton Beckman** is account executive.

The Tasty Baking Co. and **Tasty Sales Corp.** Phila., appoints Gray & Rogers, Phila. agency, to handle its radio and television advertising.

Wolcott Co. of Hartford, Conn., names Hicks & Greist, N. Y., effective Jan. 1, to handle advertising and sales promotion for Easy Oven cleaner, Glaspray Silicone, glass cleaner, Copperkleen, and several other products.

Boosts Budget

UNIVERSAL International Pictures, Hollywood, has allocated a record advertising budget of $1½ million to support the company's major releases during the first four months of 1954, with $500,000 earmarked for radio and television, trade papers and miscellaneous expenses.

Meridian Co., Beverly Hills (unfinished hardwood furniture), appoints Beaumont & Hohman Inc., L. A. Tv will be used.

Frank Werner's Shoe Stores, S. F., names Jack Wyman Adv. Agency, that city. Radio and tv will be used.

Thirteen Construction Industries of Southern California, trade organization, and **L. A. Chamber of Commerce,** co-sponsors of 1954 Los Angeles Home Show, name Milton Weinberg Adv. Agency, that city, for advertising, and Frank Bull & Co., same city, for publicity and promotion. Home Show is scheduled for summer of 1954.

Triumph Sports Car and **Doretti Sports Car,** both L. A., appoint Allen & Marshall Adv. Agency, that city.

Berghoff Brewing Corp., Ft. Wayne, Ind., appoints Alex T. Franz, Chicago.

Standard-Triumph Motor Co., N. Y. and L. A., names Roy S. Durstine Inc., same cities.

The Charlestown Savings Bank, with offices in Charlestown and Boston, Mass., appoints Ingalls-Miniter Co., Boston, as advertising agency.

John Wanamaker, Phila. and N. Y. (department store), names Dowd, Redfield & Johnstone, N. Y., and John C. Dowd, Boston, as advertising agencies.

Bymart Tintair Inc., N. Y. (Tintair), names Erwin, Wasey & Co., N. Y., to handle advertising, effective Jan. 1.

Skyway Luggage Co., Seattle, names Botsford, Constantine & Gardner, that city. Account executive is **W. W. Woodbridge Jr.,** vice president and manager of Seattle office.

R. A. Simmonds Corp. (100% pet food), names Guild, Bascom & Bonfigli, S. F.

Soule Steel Co., S.F. (fabricated steel building products), appoints L. C. Cole Co., same city.

AGENCY SHORTS

Robert J. Peets Adv., Jackson, Miss., moves to 1043-B Poplar Blvd.

Chesty Foods Signings

CHESTY FOODS Inc. (potato chips and allied items), Terre Haute, Ind., has signed a contract with the U. of Illinois to sponsor 10 of its home basketball games on WCIA (TV) Champaign, Ill., and the university's entire schedule on WITY Danville, Ill. The firm also has signed with Indiana U. to televise 10 of its home games on WTTV (TV) Bloomington. Agency is Ruben Advertising, Indianapolis.

EAGLE-LION SOLD FOR $1.1 MILLION; TO BE FIRST MAJOR PLANT FOR TV FILM

The new name in the expanding tv film field is First National Studios Inc. It takes over management of the Hollywood studio from Chesapeake Industries in January. Fred Levy Jr. is board chairman. Bernard Prockter, who sold PSI-TV interest, is president and executive producer.

PURCHASE of Eagle-Lion Studio in Hollywood for $1.1 million has been concluded by a newly former syndicate, which, when it takes over management from Chesapeake Industries Inc. in January, will make it the first major plant devoted exclusively to tv film production.

To operate as First National Studios Inc. with a revolving fund in excess of $1 million, Bernard Prockter, firm president and executive producer, who sold his interest in PSI-TV [B•T, Dec. 14], revealed plans last week to negotiate outside deals to be financed by the firm in addition to First National's own large-scale tv film production program.

Headed by board chairman Fred Levy Jr., Los Angeles realtor, the closed corporation's board of directors includes: Mr. Prockter; Edwin W. Pauley, independent Los Angeles oil operator; Daniel F. Reeves, broker and president of the Los Angeles Rams; Edward Conne, one of the organizers of the World Broadcasting System and more recently associated with Conne-Stephens, firm handling all Prockter Tv Enterprises' Hollywood production details; Bertram C. Gamble, president of Gamble-Skogmo Co., Minneapolis (Gamble's Western Auto Supply Stores); Edward D. Matz, president of Kurly Kate Corp., Chicago (stainless metal sponge for cleaning utensils); and F. R. Long, independent Los Angeles oil operator and vice-president of Mohawk Oil Co.

Remodeling Plans

Mr. Conne, who is serving as executive vice president in charge of studio operations, said immediate plans are to remodel and refurnish the six-stage studio. William Stephens is expected to become production chief.

Mr. Levy, who as treasurer will direct First National's financial direction, represented the Ralph E. Stolkin-headed syndicate in its purchase attempt of RKO Radio Pictures Inc. which fell through [B•T, Oct. 6, Sept. 29]. He had previously spearheaded a group made up of Messrs. Pauley and Reeves, with himself as an active participant, which, had it been successful in acquiring the studio, reportedly would have released the RKO backlog of motion pictures to tv.

In their joint statement, Dec. 12, Mr. Levy and William MacMillen Jr., Chesapeake president, revealed the agreement for the 4½-acre Eagle-Lion plant had been negotiated 18 months.

The new syndicate was represented by Mendel Silberberg of Mitchell, Silberberg & Knupp, who as outside counsel for RKO also represented Mr. Levy in negotiating the latter's commission for the Stolkin-RKO deal. Attorney for Chesapeake was Leon Kaplan of Kaplan, Livingston, Goodwin & Berkowitz.

As yet undetermined is whether or not Frank Wisbar Productions (NBC-TV's *Fireside Theatre*, CBS-TV's *General Electric Theatre*), Arrow Productions (*Ramar of the Jungle*) and Sovereign Productions (CBS-TV's *General Electric Theatre*, ABC-TV's *Cavalcade of America, Your Jewelers Showcase*) which rent production space at Eagle-Lion, will be forced to seek quarters elsewhere.

One-Man Filming

A NEW hand-held movie camera and a system of "candid, synchronized" sound requiring only a one-man crew were utilized in filming "The Young Fighter," which was slated for presentation on the Ford Foundation Tv-Radio Workshop's *Omnibus* program on CBS-TV yesterday (Sunday), according to Filmscope Inc., New York, whose Fons Iannelli was credited with developing the new techniques. They were said to permit "reality" filming without posing, directing, or re-enaction.

Studio Films Formed To Produce, Distribute

ESTABLISHMENT of Studio Films Inc. as a tv film production and distribution company was announced last week by Ben Frye, executive vice president of the firm and formerly vice president of United Television Programs.

Headquarters of Studio Films has been set up at 380 Madison Ave., New York. Telephone is Oxford 7-2590.

S. A. Costello was elected president of the new company. Ed Greenhill, former advertising and promotion director of Sterling Television Co., New York, was named advertising director. Vernon Strupp, previously with Harry Fox, music licensing organization, was appointed director of sales promotion.

The new firm is prepared to distribute 1,100 Studio Films telescriptions, which are 3½-minute musical production numbers. Featured in these telescriptions are such performers as Peggy Lee, Mel Torme, Les Brown and his orchestra and Theresa Brewer, among others.

Mr. Frye said the company is producing in France a new half-hour tv filmed series titled *Rendezvous Paris*, featuring Jean Pierre Aumont. He indicated the series would be ready for distribution by early spring.

Camera Vision, Others Lose $20,328 Judgment

DEFAULT judgment of $20,328 against Camera Vision Productions Inc., Beverly Hills, Arthur S. Lyons and Edward C. Flynn has been granted in favor of the Bank of America by Los Angeles Superior Court Judge Frank G. Swain. The sum was due on promissory notes signed in May and July 1952.

Messrs. Lyons and Flynn were charged with misappropriation of corporation funds in a suit filed in the summer of 1952 by two firm investors [B•T, Aug. 18, 1952]. The suit was settled when Mr. Lyons relinquished some of his stock shares in the video and motion picture firm and waived $15,000 due him in dividends [B•T, April 6].

Camera Vision was formed more than three years ago to develop a new camera, which allegedly would cut time and costs of film production in half.

Kling Studios Gets Chaplin Facilities

ACQUISITION of the Charles Chaplin Hollywood Studios on a 10-year lease for in excess of $1 million was annuonced last week by Kling Studios Inc., tv production firm.

The pact was negotiated with Webb & Knapp, New York realty firm, by Robert Eirinberg, Kling president; Fred A. Niles, vice president in charge of the television-motion picture division, and Lee R. Blevins, director of Kling's West Coast operations. Dave Garber, previously with Gross-Krasne, was to be named studio manager.

Kling will start production immediately on syndicated tv films, tv commercials and feature films at the lot at Sunset and LaBrea.

The company offered to buy the studios last summer for about $600,000. Negotiations fell through but were re-opened because of incomplete construction of other new Kling studios at 5520 Hollywood Blvd.

The tv production firm also plans to begin operating in a new building at 1100 W. Washington Blvd., Chicago, by Dec. 31. It now claims the largest physical tv and motion picture facilities in the country.

VITAPIX TO GET KTLA (TV) SHOWS

ARRANGEMENT to distribute six high-ranking KTLA (TV) Los Angeles programs on film was announced last week by Frank Mullen, president of Vitapix Corp., cooperative, station-owned film distributing organization.

At the same time, it also was announced that KTLA, which is owned by Paramount Pictures Inc., has become a Vitapix stockholder.

The KTLA programs, all one-hour, live shows which will be reduced to 30-minute segments on film, are *Frosty Frolics*, an ice spectacle; *Spade Cooley*, a western; *Continental Cafe*, a night club revue with Roberta Lynd; Ina Ray Hutton and her All-Girl Orchestra, Lawrence Welk's orchestra and *Bandstand Revue*, popular music.

They will be offered on first-refusal rights to Vitapix's 32 station stockholders early in February, Mr. Mullen said.

New station stockholders, elected at the Vitapix board meeting in Washington Dec. 12, were: KPRC-TV Houston; WKY-TV Oklahoma City; KTLA (TV) Los Angeles; WLAP-TV Lexington, Ky.; KRTV (TV) Little Rock, Ark.; KRGV (TV) Weslaco, Tex., and WGAN-TV Portland, Me. This brings total stockholder stations to 32, Mr. Mullen reported. Twenty other stations have been invited to join the company, Mr. Mullen said.

Annual board and stockholders meeting was scheduled for Feb. 20-21 in Washington, it was announced. Executive committee will meet Feb. 19.

Edward L. Koenig Jr., Vitapix sales manager, was elevated to vice president in charge of sales, in preparation for an extended sales campaign, it was announced. Mr. Koenig, who joined Vitapix six months ago, previously was with BBDO and ABC-TV Los Angeles.

A West Coast office has been opened at 8949 Sunset Blvd., Los Angeles, where Mr. Mullen will make his headquarters. The firm also moved into larger quarters at 509 Madison Ave., New York, where Executive Vice President Robert Wormhoudt makes his headquarters.

Steel Unit Set Up

SPECIAL United States Steel Co. production unit has been set up within the tv commercial department of Screen Gems, N. Y., to produce tv commercials for *Theatre Guild's U. S. Steel Hour* (ABC-TV, alternate Tues., 9:30-10:30 p.m. EST). BBDO represented U. S. Steel in making arrangements for the move, which was described as a "new departure in television commercial production."

'All-Star Theatre' Sales

SCREEN GEMS, New York, has announced that its half-hour *Your All-Star Theatre* tv filmed series currently is carried in 85 markets, with latest sales to Drewery's Ltd. through MacFarland, Aveyard, Chicago, for Kalamazoo and Cadillac, Mich.; Walter Ried Refrigeration Co., Monroe, La.; Nathan's Jewelry, San Angelo, Tex.; Lone Star Beer, Temple, Tex.; Philadelphia Gas Works through John Falkner Arndt & Co., Philadelphia; Walter Frazer Co., and F. A. Matthews & Sons, Eureka, Calif., through John Lobuono Adv.; Georgia-Carolina Dairies, Augusta, Ga.; South Carolina Gas & Electric Co., Charleston, S.C., through Tobias Adv., Charleston; Stoh Brewery, Steubenville, Ohio; and Ford Motor Co. of Canada in London, Ont., and Vancouver, B.C.

New Michelson Show

CHARLES MICHELSON Inc., N. Y., radio-tv transcription firm, has announced that its new five-minute tv series, *Capsule Mysteries*, will be ready for distribution starting January 1954.

FILM SALES

KNXT (TV) Hollywood has acquired telecasting rights to 70 "quality" feature films through **Herb Jacobs & Assoc., New York.**

Federal Department Stores, Sacramento, has contracted for *Heart of the City* on a 52-weeks basis to be shown on **KCCC-TV** that city, starting Jan. 1. Film series is distributed by **United Television Programs Inc.**

KECA-TV Los Angeles has leased telecasting rights to 26 Italian-made feature films from **Fortune Films** for an 18-month period, effective Jan. 1. Originally made with Italian dialogue, the features, which were filmed between 1949 and 1952, will be dubbed in English. Starring actors include **Anna Magnani, Danielle Darrieux, Jean Pierre Aumont, Maria Montez** and **Beniamino Gigli.**

Procter & Gamble Co. (Gleem toothpaste) starts weekly half-hour *City Detective* on KNXT (TV) Hollywood Dec. 14 for 26 weeks. Series, filmed by **Revue Productions,** stars **Rod Cameron.** Agency: **Compton Adv.,** N. Y.

Miller Brewing Co., Milwaukee, has contracted **Jerry Fairbanks Productions,** Hollywood, to film tv spot announcements for **Robert Sherwood's** "The Backbone of America," live production to be seen on NBC-TV Dec. 29. Agency: **Mathisson & Assoc.,** Milwaukee.

PRODUCTION

Arrow Productions, Hollywood, now completing last six films of 52 *Ramar of the Jungle* programs, has scheduled *Ellery Queen, Detective* to go before the cameras in January. To be syndicated with **Television Programs of America** handling distribution, the series will be produced by **Norman** and **Irving Pincus** under the **Arrow** banner, as first in latter firm's expanded production set-up.

William F. Broidy Productions, Hollywood, is preparing to go before the cameras with *Wild Bill Hickok* for the fourth consecutive season for Kellogg Co. Scripts now being completed by their original authors are "Cry Wolf" by **Maurice Tombragel,** "The Gorilla of Owlhood Mesa" by **William Raynor** and "Masquerade at Moccasin Ridge" by **Joseph Richardson.** Shooting starts Feb. 1 with **Guy Madison** and **Andy Devine** as co-stars.

Gross-Krasne Inc., Hollywood, has started production on second half-hour film in *Lone Wolf* series, starring **Louis Hayward.** Series, for which 13 scripts are completed, is shot on location with the first filmed in Las Vegas, the second in San Francisco, third in New Orleans, fourth in Honolulu and Mexico; Denver and Detroit scheduled as future sites.

Stage 5 Productions, Hollywood, which produces ABC-TV *Adventures of Ozzie and Harriet*, has been signed to film **Bing Crosby's** first CBS-TV **General Electric** program. Filming has started with **Bill Morrow,** producer, and **Freddie de Cordova,** director. The Jan. 3 telecast will have Jack Benny as guest star.

Westwood Productions Inc., Hollywood, has been capitalized at a reported $25,000 to produce tv films. Firm is headed by actor **Robert Mitchum,** under contract to RKO. He will not appear in the tv series. Studio space is being sought.

Argo Wines has completed series of filmed commercial spots using limited animation, made by Animated Productions, N. Y., for production in the Phila. area. Agency: J. Korn, Phila.

DISTRIBUTION

M & A Alexander Productions, Hollywood, has acquired tv distribution rights to "The Powers Girl," starring **Dennis Day** and **George Murphy;** "Song of the Open Road," starring **Edgar Bergen** and **Jane Powell;** and "Urubu," filmed in the Amazon with an all-native cast. The first two films were produced by **Charles R. Rogers;** the last was co-produced by **George Breakston** and **Yorke Coplen. United Artists** originally released the three features.

Korea Xmas Filmed

DEPT. of the Army, Radio-Tv Division, is producing a film, "Christmas in Korea," which will appear on 230 stations. The film, part of the Army's *Big Picture* series, will be ready for showing immediately after Christmas, Lt. Col. Tom Mathews, head of the division, announced.

Season's Greetings

WMAR-TV
IN BALTIMORE
America's 6th City
NOW
MAKING
PLANS
FOR
COLOR

In Maryland Most People Watch **WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

WMCT

Memphis

announces Memphis and Mid-South's

tallest television tower

1088 feet

on preferred **CHANNEL 5**

now operating on maximum power allowed for low band TV stations

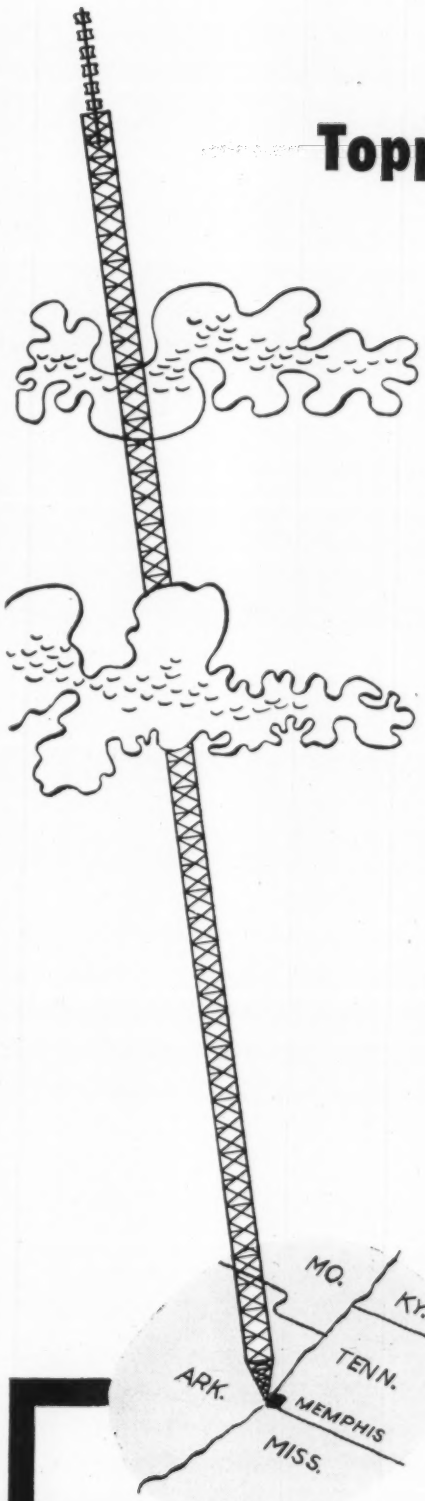
100,000 watts

greatest coverage

finest reception

delivered by any Memphis TV station by far

XUM



Topping the Memphis market

FIRST IN TOWER HEIGHT!
FIRST IN COVERAGE!
FIRST IN PROGRAMMING!

Those three phrases sum up the *unmatched* superiority of WMCT in the Memphis Market.

Tower height is a key to solid coverage. WMCT's new tower is the tallest in the South. Soaring 1088 ft. into the sky, 1335 ft. above sea level, WMCT now delivers a higher grade "signal service" and clearer picture greater distances than any other television station from Memphis and the Mid South.

Our preferred "low band" channel—number 5 plus the *pick* of top network and film shows, plus our own locally produced shows, plus *five years experience*, means without question that the shows sent from *the tallest tower in the South* command a greater audience in Memphis and the Mid South market.

Attention, time buyers!

In case you haven't seen the figures, here's the low-down. Judge coverage by Government standards

According to U. S. Government Engineering Standards—a television station operating on a preferred "low band" VHF Channel at maximum power, (Channels 2 through 6) delivers a better signal service and a clearer picture over the horizon than a station operating on a "higher band" VHF Channel at maximum power (Channels 7 through 13).

In Memphis and the Mid South, WMCT, on low band Channel 5, is received in a wider area than any other Memphis television station!

With our new increase of power to the maximum 100,000 watts, sent from our "topper" tower of 1088 feet, WMCT effectively reaches **more people by far, more square miles by far, more buying power by far** to give you your best TV buy *BY FAR* in the rich Memphis and Mid South market.

WMCT

Memphis' first TV Station

CHANNEL 5 • NBC-TV-BASIC

Also affiliated with ABC and DUMONT

Owned and operated by The Commercial Appeal

National Representatives The Branham Co.

P&G DROPS FIRST PLACE IN NETWORK TV TO GENERAL MOTORS, STILL TOPS RADIO

Four advertisers spent more than $1 million in network tv during October, PIB figures show. They were: General Motors, Gillette, Procter & Gamble and Colgate-Palmolive.

PROCTER & GAMBLE Co. in October not only lost first place among tv network advertisers, according to Publishers Information Bureau records of gross network time purchases, but also lost the distinction of being the only advertiser to buy more than $1 million worth of tv network time in a month, gross.

General Motors Corp., with its sponsorship of the Saturday afternoon NCAA college football game telecasts added to its already heavy tv network lineup, moved into first place among tv network clients for October. Gillette Co., with the World Series telecasts added to its normal schedule, ranked second for the month, pushing back to third position P & G which had ranked first for so long that many observers had believed it had won permanent possession of that spot. Colgate-Palmolive Co., in fourth place, also topped the million-a-month mark for tv network time (see top 10 tv table).

P & G maintained its top place among radio network clients in October and again was the only more-than-a-million spender for radio network time during the month. For both types of broadcast network advertising, P & G still is the undisputed champion client.

It is noteworthy that Gillette, which sponsored the World Series broadcasts on both tv and radio, does not appear among the top 10 radio October clients, although ranking second on the tv list. Explanation is simple: PIB shows that the tv network time charges for the series were $780,231; the radio time charges were $144,762, both gross.

Second set of tables records the leading advertiser in each product category during October for both radio and tv networks. Third set of tables shows the combined gross time purchases of all advertisers, by product classes, for

Top Ten Radio Network Advertisers in October 1953

1.	Procter & Gamble Co.	$1,176,380
2.	General Foods Corp.	589,671
3.	Miles Labs	562,032
4.	Sterling Drug	523,778
5.	Colgate-Palmolive Co.	485,039
6.	Lever Brothers Co.	407,600
7.	Liggett & Myers Tobacco Co.	381,571
8.	American Home Products Corp.	375,963
9.	Swift & Co.	292,812
10.	General Mills	276,945

* * *

Top Ten Tv Network Advertisers in October 1953

1.	General Motors Corp.	$1,506,481
2.	Gillette Co.	1,303,866
3.	Procter & Gamble Co.	1,189,882
4.	Colgate-Palmolive Co.	1,010,388
5.	R. J. Reynolds Tobacco Co.	804,090
6.	American Tobacco Co.	625,211
7.	General Foods Corp.	611,041
8.	Liggett & Myers Tobacco Co.	565,927
9.	Westinghouse Electric Corp.	560,350
10.	General Mills	535,851

* * *

Leading Radio Network Advertisers by Product Groups During October, 1953

PRODUCT GROUP	ADVERTISER	
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 43,767
Apparel, Footwear & Access.	Knomark Mfg. Co.	66,616
Automotive, Auto. Access. & Equip.	Kaiser Motor Corp.	260,203
Beer, Wine & Liquor	Anheuser-Busch	147,384
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	68,713
Confectionery & Soft Drinks	Coca-Cola Co.	125,529
Consumer Services	AT&T	62,752
Drugs & Remedies	Miles Labs	562,032
Food & Food Products	General Foods Corp.	573,800
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	103,652
Household Equipment & Supplies	General Electric Co.	127,333
Household Furnishings	Owens Corning Fiberglass Corp.	33,960
Insurance	Mutual Benefit Health & Accident Assn.	85,098
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	101,925
Office Equip., Stationery & Writing Supplies	Hall Brothers	67,684
Political	Ulster County Citizens Committee for Sen. Wicks	779
Publishing & Media	First Church of Christ Scientist	14,508
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	Philco Corp.	89,825
Retail Stores & Direct by Mail	Dr. Hiss Shoe Stores	1,236
Smoking Materials	Liggett & Myers Tobacco Co.	381,571
Soaps, Cleansers & Polishes	Procter & Gamble	759,721
Toletries & Toilet Goods	Gillette Co.	662,100
Transportation, Travel & Resorts	Assn. of American Railroads	63,048
Miscellaneous	CIO	107,329

* * *

Leading Tv Network Advertisers by Product Groups During October 1953

PRODUCT	ADVERTISER	
Apparel, Footwear & Access.	Knomark Mfg. Co.	$ 65,232
Automotive, Auto. Access. & Equipment	General Motors Corp.	1,433,275
Beer, Wines & Liquor	Pabst Brewing Co.	182,784
Bldg. Materials, Equip. & Fixtures	Sherwin-Williams Co.	46,200
Confectionery & Soft Drinks	Coca-Cola Co.	211,572
Consumer Services	Electric Co.s Adv. Program	52,344
Drugs & Remedies	American Home Products Co.	271,790
Food & Food Products	General Foods Corp.	611,041
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	128,898
Household Equipment & Supplies	Westinghouse Electric Corp.	560,350
Household Furnishings	Armstrong Cork Co.	110,910
Industrial Materials	Reynolds Metals Co.	114,300
Insurance	Mutual Benefit Health & Accident Assn.	119,947
Jewelry, Optical Goods & Cameras	Speidel Corp.	119,637
Office Equipment, Stationery & Writing Supplies	Hall Brothers	112,650
Poiltical	Citizens Committee for Lt. Gov. Wicks	5,790
Publishing & Media	Crowell-Collier Publishing Co.	12,962
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	RCA	194,508
Smoking Materials	R. J. Reynolds Tobacco Co.	804,090
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,189,882
Toiletries & Toilet Goods	Gillette Co.	1,303,866
Transportation, Travel & Resorts	Greyhound Corp.	68,090
Miscellaneous	Quaker Oats Co.	54,600

* * *

Gross Radio Network Time Sales by Product Groups for October and January-October, 1953 Compared to 1952

PRODUCT	October 1953	Jan.-Oct. 1953	October 1952	Jan.-Oct. 1952
Agriculture & Farming	$ 113,529	$ 1,003,154	$ 67,162	$ 605,116
Apparel, Footwear & Access.	185,823	975,114	40,807	276,488
Automotive, Auto. Equip. & Access.	978,907	6,095,621	393,545	3,212,647
Beer & Wine	173,523	1,538,814	120,322	1,821,597
Bldg. Materials, Equip. & Fixtures	168,612	1,290,246	91,895	878,681
Confectionery & Soft Drinks.	307,335	2,594,780	340,384	4,641,139
Consumer Services	188,493	1,942,444	209,124	1,846,797
Drugs & Remedies	1,646,079	17,361,107	1,883,973	17,170,647
Entertainment & Amusements.	—	8,936	—	6,090
Food & Food Products	2,792,443	29,290,623	3,332,611	30,266,268
Gasoline, Lubricants & Other Fuels	337,735	3,959,640	370,612	4,359,399
Horticulture	—	107,324	3,228	113,151
Household Equip. & Supplies.	503,345	5,877,471	778,234	4,238,774
Household Furnishings	66,462	1,577,720	126,753	1,101,415
Industrial Materials	—	743,631	230,528	1,653,395
Insurance	232,187	1,860,418	250,542	2,852,918
Jewelry, Optical Goods & Cameras	148,625	802,877	129,322	716,887
Office Equip., Writing Supplies & Stationery	67,684	505,209	65,832	492,945
Political	779	779	890,117	1,396,406
Publishing & Media	30,990	206,437	14,136	506,356
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	258,583	1,957,165	147,097	1,332,853
Retail Stores & Direct by Mail	1,236	12,978	3,024	24,462
Smoking Materials	1,270,732	12,322,331	1,292,229	13,361,662
Soaps, Cleansers & Polishes.	1,429,459	13,010,266	1,644,743	15,261,812
Toiletries & Toilet Goods	2,139,064	22,086,353	2,341,025	18,981,487
Transportation, Travel & Resorts	63,048	681,073	62,700	744,384
Miscellaneous	594,197	4,750,669	432,474	4,231,089
TOTAL	$13,698,870	$132,564,180	$15,262,417	$132,104,865

Gross Tv Network Time Sales in Product Groups for October and January-October 1953, Compared to 1952

PRODUCT	October 1953	Jan.-Oct. 1953	October 1952	Jan.-Oct. 1952
Agriculture & Farming	—	$ 4,303	—	—
Apparel, Footwear & Access.	$ 366,192	2,212,516	$ 285,810	$ 2,477,436
Automotive, Auto. Access., & Equip.	2,684,950	16,288,999	1,367,216	12,047,240
Beer, Wine & Liquor	584,224	4,236,838	438,204	4,634,990
Bldg. Materials, Equip. & Fixtures	53,022	223,867	46,385	402,654
Confectionery & Soft Drinks.	597,463	4,461,525	393,630	4,033,916
Consumer Services	52,344	497,715	18,072	274,758
Drugs & Remedies	885,854	7,212,190	716,281	4,561,103
Entertainment & Amusements.	—	11,428	1,425	2,925
Food & Food Products	4,135,224	33,213,141	3,194,483	27,622,720
Gasoline, Lubricants & Other Fuels	270,608	2,330,853	318,525	2,953,588
Horticulture	—	6,113	—	12,370
Household Equip. & Supplies	2,259,435	14,894,515	881,264	8,085,247
Household Furnishings	426,547	2,260,869	208,424	1,796,187
Industrial Materials	392,205	3,349,918	278,445	3,106,949
Insurance	186,991	1,156,060	60,535	403,273
Jewelry, Optical Goods & Cameras	322,455	2,271,003	220,876	1,823,490
Office Equip., Stationery & Writing Supplies	255,147	1,199,450	92,655	1,229,110
Political	5,790	5,790	675,658	1,140,959
Publishing & Media	19,475	235,488	62,494	698,419
Radios, Tv Sets, Phonographs & Musical Instruments & Access.	417,268	3,162,372	268,720	3,327,493
Retail Stores & Direct by Mail	—	23,175	—	915,842
Smoking Materials	3,262,375	29,161,349	2,672,479	23,046,711
Soaps, Cleansers & Polishes.	2,079,019	18,486,489	1,956,084	17,185,628
Sporting Goods & Toys	—	51,723	15,058	15,058
Toiletries & Toilet Goods	3,932,895	29,809,028	2,656,161	19,803,811
Transportation, Travel & Resorts	112,549	360,348	—	—
Miscellaneous	185,040	1,848,346	180,202	1,497,075
TOTALS	$23,487,072	$178,975,411	$17,009,086	$143,098,954

Rest Ye, Merry Gentlemen . . .

but not on Christmas Day!

We offer an un-orthodox Holiday suggestion to those of you who have time scheduled on our stations:

In the 107 counties of *Paul Bunyan Land*, where WCCO is tuned in on more sets than any other station, Christmas is a home day. *All* the family is around the receiver—even those usually not able to enjoy daytime shows. We estimate the *increase in listeners and viewers* to be as much as 80%.

This tremendous increase in audience offers a challenge to sponsors: Express your seasonal sentiments . . . but tell the folks, also, what you make that can add to their comfort, pleasure or well-being!

Let's exchange greetings . . . but, shucks . . . there's still a lot of potatoes to be dug!

—The Paul Bunyan Buy!

WCCO

MINNEAPOLIS *CBS* ST. PAUL

TELEVISION 100,000 WATTS CH. 4
(Free and Peters)
RADIO 50,000 WATTS 830 K.C.
CLEAR CHANNEL
(Radio Spot Sales)

Tv Over Radio

SALE of television sets at retail during the first 10 months of 1953 slightly surpassed the sale of radios, according to the monthly analysis by Radio-Electronics-Tv Mfrs. Assn. The radio figure does not include auto radios.

Sale of tv sets totaled 4,922,128 for the 10 months compared to 4,291,893 a year ago. Sale of radios totaled 4,911,415 compared to 4,877,059 in the same 1952 period. October retail sales totaled 621,768 tv and 385,229 radio sets compared to 753,953 tv and 650,898 radio sets in September, following a seasonal pattern.

October and January-October, 1953 compared to 1952, for both radio and tv networks.

The political entry in each list, only use of the national networks for political talks this year, covers the cost of time for radio and tv appearances of New York State Senator Wicks, under attack for his alleged friendship with convicted labor racketeer Joseph Fay.

'Lucy,' 'Scouts' Head Trendex for Dec. 1-7

TRENDEX ratings for the top 10 evening sponsored network tv programs for the week of Dec. 1-7 showed CBS-TV's *I Love Lucy* and *Talent Scouts* in first and second place, respectively. Complete listing follows:

1	I Love Lucy (CBS)	55.6
2	Talent Scouts (CBS)	48.4
3	Dragnet (NBC)	41.4
4	Godfrey's Friends (CBS)	37.6
5	Jackie Gleason (CBS)	36.7
6	Milton Berle (NBC)	36.0
7	You Bet Your Life (NBC)	35.9
8	Our Miss Brooks (CBS)	34.7
9	This Is Your Life (NBC)	32.7
10	Your Hit Parade (NBC)	32.6

'Lucy' Leads Nielsen In November Ratings

NATIONAL network tv evening, once-a-week shows were led by CBS-TV's *I Love Lucy* both in number of tv homes reached and percentage reached on a program station basis for the two weeks ending Nov. 21, according to the A. C. Nielsen Co. report. *Dragnet* (NBC-TV) was second, *Buick-Berle Show* (NBC-TV) third and *Bob Hope Show* (NBC-TV) fourth in both categories. The listings:

NIELSEN-RATING*
Number of Tv Homes Reached

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	16,148
2	Dragnet (NBC)	14,755
3	Buick-Berle Show (NBC)	12,799
4	Bob Hope Show (NBC)	12,620
5	Colgate Comedy Hour (NBC)	12,296
6	You Bet Your Life (NBC)	11,746
7	Fireside Theatre (NBC)	11,379
8	Arthur Godfrey's Scouts (CBS)	11,365
9	Jackie Gleason Show (CBS)	11,195
10	Arthur Godfrey (Toni) (CBS)	11,192

Per Cent of Tv Homes Reached
Program Station Basis

Rank	Program	Homes %
1	I Love Lucy (CBS)	63.5
2	Dragnet (NBC)	58.6
3	Buick-Berle Show (NBC)	52.2
4	Bob Hope Show (NBC)	51.7
5	Jackie Gleason Show (CBS)	49.8
6	Arthur Godfrey's Scouts (CBS)	49.2
7	Colgate Comedy Hour (NBC)	47.9
8	Gillette Cavalcade (NBC)	46.8
9	You Bet Your Life (NBC)	46.5
10	Fireside Theatre (NBC)	45.1

* Copyright 1953 by E. C. Neilsen Co.

Direct Mail Figures Up

FIGURES released last week by the Direct Mail Advertising Assn. showed that estimated dollar volume of direct mail advertising used by American business during the first 10 months of 1953 was $1,023,705,541, representing a gain of 5½% over figures for the first 10 months of 1952. The association reported the highest monthly volume figure was in October 1953, with estimated dollar volume at $117,403,208, a gain of 4% over the October 1952 figure of $112,670,142.

DSS Figures Show Radio Can Sell Hard, Soft Goods

CAN radio sell merchandise for department stores? Can it sell goods—dresses, hosiery, lingerie—as well as hard goods—refrigerators, washers and other household appliances? And if it can, how does the ratio of sales-to-advertising for radio stack up against newspapers?

New Impetus

Such questions, long current in department store circles, have been given a new impetus following the New York newspaper shutdown which forced stores to turn to broadcast media, buying what radio and tv availabilities they could, which were not enough to account for more than a fraction of the amount they would normally spend for newspaper space in an early December week. Results, which found store sales in New York 5% below the level reached in the comparable week of 1952, were surprising in that the previous week, when the stores had used newspaper advertising, sales were off 7% from the year before [B•T, Dec. 14]. And in Philadelphia the week of the New York strike, store sales were down 4%, almost as much as the New York drop of 5%.

Some answers as to radio's ability to sell merchandise over the department store counter are given by *Department Store Sales*, which tabulated all radio advertising and all sales results there from for a four-week period during the fall in a test market. During that time, 41 individual items were advertised, 21 hard line items and 20 soft line items. Eight items, six hard line and two soft line, showed no sales at all. Sales of the 15 hard line items that did sell totalled $4,390.84; advertising cost of all hard line items totaled $231.84, or 5.3%. Sales of the 18 soft line items totaled $3,-816.44; advertising cost of all soft line items totaled $220.80, or 5.8%.

Average Selling Cost

All in all, $452.65 was spent for 246 radio announcements to advertise 41 items of which 33 had total sales of $8,207.28. Average per cent selling cost was 5.5%.

DSS comments: "No newspaper figures can match these."

N. C. Daytimers Form; Wallace Heads Group

WOHS' Wallace to represent new group at national daytimers meeting in St. Louis.

NEW association of daytime stations was formed Wednesday by North Carolina broadcasters, meeting at Burlington, N. C. Robert Wallace, WOHS Shelby, was elected president and Jack S. Younts, WEEB Southern Pines, secretary-treasurer.

North Carolina Daytime Broadcasters was picked as the association's name, with a score of stations already in membership or signifying intent to join. Mr. Wallace was named to represent the association at the Jan. 8 meeting of Daytime Broadcasters Assn., to be held in St. Louis. He was given authority to affiliate the group with the national association.

Elected directors of the North Carolina group were E. Z. Jones, WBBB Burlington; James Dalrymple, WEWO Laurinburg, and Edmund Smith, WIRC Hickory.

The national daytime association meeting will be open to all daytime stations, according to Kenneth Patterson, WSIV Pekin, Ill., president. The group seeks to protect interests of daytime stations by obtaining uniform sign-on and sign-off times as well as to oppose any steps to lessen daytime operation.

UHFA to Distribute Facts On Tv Uhf Operations

ESTABLISHMENT of a central headquarters for facts about uhf tv stations is planned by the Ultra High Frequency Tv Assn. [CLOSED CIRCUIT, Dec. 14]. Melvin A. Goldberg, acting UHFA executive secretary, announced last week.

Questionnaires have been mailed to 110 uhf operators, Mr. Goldberg reported. The information will be collated at Washington headquarters and distributed to advertisers, agencies and others who should have the information. Besides regular information (name, address, frequency, etc.), UHFA hopes to also compile data covering equipment and facilities.

"The present lack of information about uhf among advertising agencies and station representatives in New York is a handicap to the entire uhf industry," Mr. Goldbery said. "It isn't that they are not interested, it's just that the information has not been readily available to them."

Scheduled early next month is a series of regional meetings with uhf operators, Mr. Goldberg said. Plan is to get all uhf stations together to exchange information and work out plans to further the establishment of uhf tv.

Radio Newsmen Election

H. V. KALTENBORN, NBC commentator, has been elected president of the Assn. of Radio News Analysts for 1954. Other officers elected are: Raymond Swing and William Costello, vice presidents; Caesar Saerchinger, treasurer; John MacVan secretary; John Vandercook, assistant secretary-treasurer, and Merrill Mueller, Leon Pearson and George Fielding Elliot, executive committee. New officers will be installed at a luncheon to be held in New York tomorrow (Tuesday).

ASCAP MUSIC
for the Holiday Season

ALL AROUND THE CHRISTMAS TREE
ALL I WANT FOR CHRISTMAS (is my two front teeth)
AROUND THE CHRISTMAS TREE AT CHRISTMASTIME
AT THE SANTA CLAUS PARADE
BABES IN TOYLAND
BECAUSE IT'S CHRISTMAS
BOOGIE WOOGIE SANTA CLAUS
CAROL OF THE CHRISTMAS CHIMES
CAROL OF THE LITTLEST ANGEL
CHRIST IS BORN
CHRISTINE, THE CHRISTMAS TREE
CHRISTMAS (long, long ago upon a winter night)
CHRISTMAS
CHRISTMAS ALLELUIA
A CHRISTMAS ALLELUIA
CHRISTMAS AND YOU
THE CHRISTMAS BALL
CHRISTMAS BELLS
CHRISTMAS BELLS ARE RINGING
CHRISTMAS CANDLE
CHRISTMAS CANDLES
CHRISTMAS CAROL
CHRISTMAS CAROLS BY THE OLD CORRAL
CHRISTMAS COMES BUT ONCE A YEAR
CHRISTMAS DAY
CHRISTMAS DREAMING (a little early this year)
CHRISTMAS ECHOES
CHRISTMAS EVE
CHRISTMAS EVE SONG
CHRISTMAS EVERYWHERE
A CHRISTMAS FESTIVAL
CHRISTMAS HYMN
CHRISTMAS IN KILLARNEY
CHRISTMAS IN MY HEART
CHRISTMAS INTROIT
CHRISTMAS IS FOR CHILDREN
CHRISTMAS ISLAND
CHRISTMAS LOVE
CHRISTMAS LULLABY
CHRISTMAS MARCH
CHRISTMAS MORN
CHRISTMAS MORNING
CHRISTMAS MUSIC BOX
CHRISTMAS NIGHT IN HARLEM
CHRISTMAS OFFERTORY
CHRISTMAS ON THE FARM
CHRISTMAS POLKA
CHRISTMAS PRAYER
A CHRISTMAS PRAYER
CHRISTMAS RHAPSODY
CHRISTMAS ROSES
CHRISTMAS SERENADE
CHRISTMAS SONG
THE CHRISTMAS SONG (merry Christmas to you)
THE CHRISTMAS SPELL
CHRISTMAS STORY
A CHRISTMAS SYMBOL
THE CHRISTMAS SYMPHONY
CHRISTMAS TIME
CHRISTMAS TIME'S THE TIME FOR LOVE
CHRISTMAS TOYS' PARADE
THE CHRISTMAS TREE
(sweet Angie) THE CHRISTMAS TREE ANGEL
(round the) CHRISTMAS TREE AT HOME
CHRISTMAS VARIATIONS
(before you know it) CHRISTMAS WILL BE HERE
CHRISTMAS WITHOUT YOU
A CHRISTMAS WREATH
DANCE OF THE DOLLS
DAWN OF CHRISTMAS DAY
DEAR MISTER SANTA CLAUS
DEAR SANTA CLAUS
DEAREST SANTA
DO YOU BELIEVE IN SANTA CLAUS?
DOLL DANCE
DON'T WAIT TILL THE NIGHT BEFORE CHRISTMAS
EVERYWHERE, EVERYWHERE CHRISTMAS NIGHT
HANG UP YOUR CHRISTMAS STOCKING
THE HAPPIEST CHRISTMAS FOR ME
HAPPY CHRISTMAS, LITTLE FRIEND
HAPPY CHRISTMAS MORNING
HAPPY HOLIDAY
HAVE YOURSELF A MERRY LITTLE CHRISTMAS
HE'LL BE COMIN' DOWN THE CHIMNEY
HELLO, MISTER KRINGLE
HERE COMES SANTA CLAUS (right down Santa Clause Lane)
HE'S A CHUBBY LITTLE FELLOW
HOME FOR CHRISTMAS
HOME FOR THE HOLIDAYS
I BELIEVE IN SANTA CLAUS
I CAN'T WAIT 'TIL CHRISTMAS DAY (I tan't wait 'til Quith-muth Day)
I DIDN'T BELIEVE IN SANTA CLAUS (till the day he gave me you)
I DON'T WANT A LOT FOR CHRISTMAS
I DON'T WANT TO BE ALONE FOR CHRISTMAS
I DREAMED OLD SANTA LOST HIS REINDEER
I DREAMED THAT I WAS SANTA CLAUS
I HEARD THE BELLS ON CHRISTMAS DAY
I SAW MOMMY KISSING SANTA CLAUS
I TOLD SANTA TO BRING ME YOU
I WANNA SQUEEZE YOUR RED NOSE, SANTA
I WANT A CHRISTMAS DRUM
I WANT A DOG (for Christmas)
I WANT AN OLD-FASHIONED CHRISTMAS
I WANT YOU FOR CHRISTMAS
I'D LIKE TO FIND YOU IN MY STOCKING (when I wake up Christmas Morn)
I'D LIKE TO HITCH A RIDE WITH SANTA CLAUS
IF THE BOYS COME HOME FOR CHRISTMAS (we'll all have a Happy New Year)
IF EV'RY DAY WAS CHRISTMAS (and ev'ry night was New Year's Eve)
IF I WERE SANTA CLAUS
IF I WERE SANTA CLAUS FOR A DAY
IF IT DOESN'T SNOW ON CHRISTMAS
I'LL BE HOME FOR CHRISTMAS
I'M GOING HOME FOR CHRISTMAS
I'M GONNA MISS YOUR KISS ON CHRISTMAS
IT'S BEGINNING TO LOOK LIKE CHRISTMAS
IT'S CHRISTMAS
IT'S MERRY CHRISTMAS TIME
I'VE GOT THE CHRISTMAS SPIRIT
I'VE HAD A VERY MERRY CHRISTMAS
THE JINGLE BELL POLKA
JINGLE BELLS BOOGIE WOOGIE
JOLLY, JOLLY JINGLE
THE JOLLY OLD MAN IN THE BRIGHT RED SUIT (and the whiskers on his chin)
JOLLY OLD SAINT NICHOLAS
KISSES FOR CHRISTMAS
LET IT SNOW, LET IT SNOW, LET IT SNOW
LET'S HAVE AN OLD-FASHIONED CHRISTMAS
LETTER TO SANTA CLAUS
THE LITTLE BOY THAT SANTA CLAUS FORGOT
LITTLE CHRISTMAS DONKEY
LITTLE JACK FROST GET LOST
THE LITTLE RAG DOLL WITH THE SHOE BUTTON EYES
LITTLE RED RIDING HOOD'S CHRISTMAS TREE
LITTLE TOY TOWN PARADE
THE LITTLE RED TRAIN WHO SAID AH-CHOO!
LITTLEST ANGEL'S CHRISTMAS
MERRY CHRISTMAS
A MERRY CHRISTMAS AND A HAPPY NEW YEAR
MERRY CHRISTMAS DARLING
MERRY CHRISTMAS EVERYWHERE
MERRY CHRISTMAS MORNING
THE MERRY CHRISTMAS POLKA
MERRY CHRISTMAS WALTZ
THE MERRY MERRY CHRISTMAS POLKA
MERRY TEXAS CHRISTMAS, YOU ALL
MISTER SNOWMAN
MISTLETOE KISS
THE MISTLETOE SONG
MRS. SANTA CLAUS
A MUSICAL CHRISTMAS CARD
MY CHRISTMAS WISH
NEW CHRISTMAS MORNING, HALLELUJAH
THE NIGHT BEFORE CHRISTMAS
THE NIGHT BEFORE CHRISTMAS IN TEXAS, THAT IS
THE NIGHT BEFORE CHRISTMAS SONG
A NIGHT IN BETHLEHEM
LA NOCHE BUENA (Christmas Eve)
NOW IS THE TIME FOR CHRISTMAS
ON THIS CHRISTMAS DAY
ONLY THING I WANT FOR CHRISTMAS IS JUST TO KEEP
THE THINGS I'VE GOT
PICNIC IN THE SNOW (the toys gave a party for)
POPPA SANTA CLAUS
PUT A LITTLE GAL IN MY STOCKIN'
RED CHEEKS AND WHITE WHISKERS
RED, WHITE AND BLUE CHRISTMAS
ROLLING IN THE SNOW
ROOT'N, TOOT'N SANTA CLAUS
RUDOLPH THE RED NOSED REINDEER
SANTA CLAUS
SANTA CLAUS BALLET
SANTA CLAUS BLUES
THE SANTA CLAUS EXPRESS
SANTA CLAUS FOR PRESIDENT
SANTA CLAUS GOT STUCK IN MY CHIMNEY
SANTA CLAUS IS COMIN' TO TOWN
SANTA CLAUS IS RIDIN' THE TRAIL
SANTA CLAUS LOOKS LIKE MY DADDY
SANTA CLAUS LULLABY
THE SANTA CLAUS PARADE
SANTA CLAUS' PARTY
SANTA, DEAR SANTA
SANTA FOUND A LITTLE LAMB
SANTA GOT STUCK IN THE CHIMNEY
SANTA, SANTA, SANTA
SANTA SERENADE
SANTA WATCHES LITTLE CHILDREN
SANTA'S HELPER
SANTA'S ON HIS WAY
SANTA'S ON THE WAY
SANTA'S PARADE
SEND ME YOUR LOVE FOR CHRISTMAS
SHAKE HANDS WITH SANTA CLAUS
SILVER BELLS
SING A SONG OF SANTA CLAUS
SLEIGH BELL SERENADE
SLEIGH BELL TIME
SLEIGH BELLS IN THE SNOW
SLEIGH RIDE
SNOW DEER
SNOWFLAKES
THE SNOWMAN
SNOWMAN
SONG OF THE BELLS
SONG OF CHRISTMAS
SONG OF THE SLEIGH BELLS
THE STAR OF BETHLEHEM
STAR OF BETHLEHEM
THE STORY OF CHRISTMAS
SUZY SNOWFLAKE
THE TEDDY BEARS PICNIC
THAT CHRISTMAS FEELING
THAT'S WHAT CHRISTMAS MEANS TO ME
THAT'S WHAT XMAS MEANS TO ME
THAT'S WHAT I WANT FOR CHRISTMAS
THERE IS NO CHRISTMAS LIKE A HOME CHRISTMAS
THERE'LL ALWAYS BE A CHRISTMAS
THERE'S A CHRISTMAS TREE IN HEAVEN
THIRTY-TWO FEET AND EIGHT LITTLE TAILS
THIS CHRISTMAS
TOY PIANO POLKA
TOYLAND
'TWAS THE NIGHT BEFORE CHRISTMAS
UNCLE MISTLETOE
WE WISH YOU A MERRY CHRISTMAS
WHAT AM I GONNA DO THIS CHRISTMAS
WHAT'CHA GONNA GET ME FOR CHRISTMAS?
WHEN CHRISTMAS COMES
WHEN CHRISTMAS COMES TO OUR HOUSE
WHEN IT'S CHRISTMAS ON THE RANGE
WHEN SANTA CLAUS GETS YOUR LETTER
WHITE CHRISTMAS
WHO SANTA CLAUS
WHY DOESN'T SANTA CLAUS GO NEXT DOOR
WINTER WONDERLAND
A YANKEE CHRISTMAS

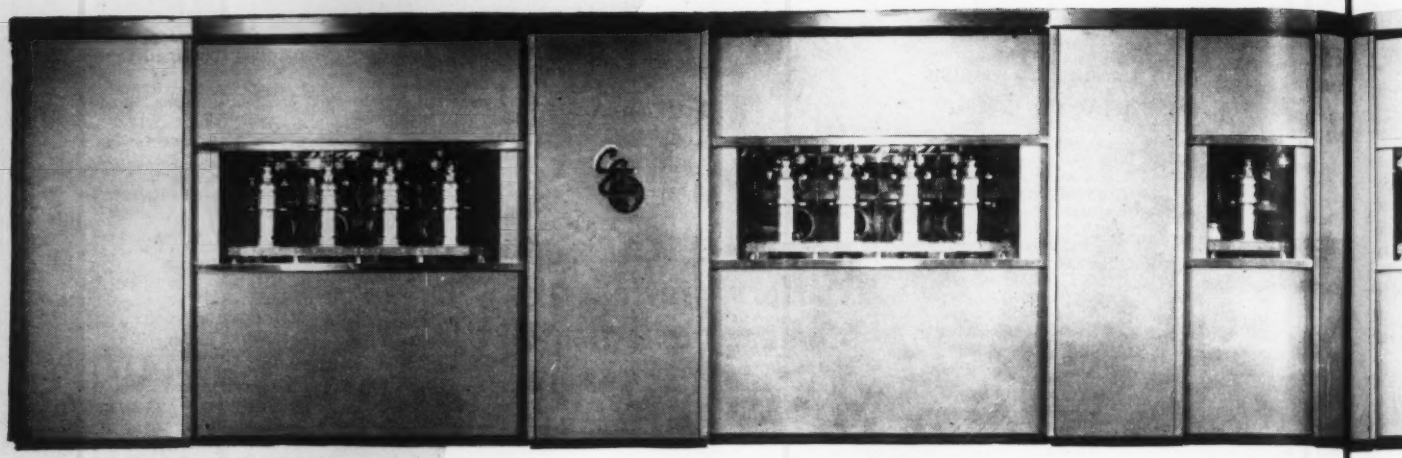
The ASCAP repertory provides the greatest collection of holiday songs for every type of use. . . . 3,500 members of the Society extend to their friends in the entertainment world

Season's Greetings and best wishes for a Happy and Prosperous New Year

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

BROADCASTING EQUIPMENT ABOVE



...this gigantic *Continental* Transmitter develop 4 M

THE MOST POWERFUL TRANSMITTER ANY

CW TELEGRAPH:

Continuous Output Power **3,600,000 Watts**

SINGLE SIDEBAND LINEAR AMPLIFIER:

Average Power (2 Tone Equal Amplitude Test) **2,000,000 Watts**

AM OPERATION:

Peak Power **4 Million Watts**

Effective RMS Modulated Power: (100% Tone Modulation) **1,500,000 Watts**

Unmodulated Carrier Power **1,000,000 Watts**

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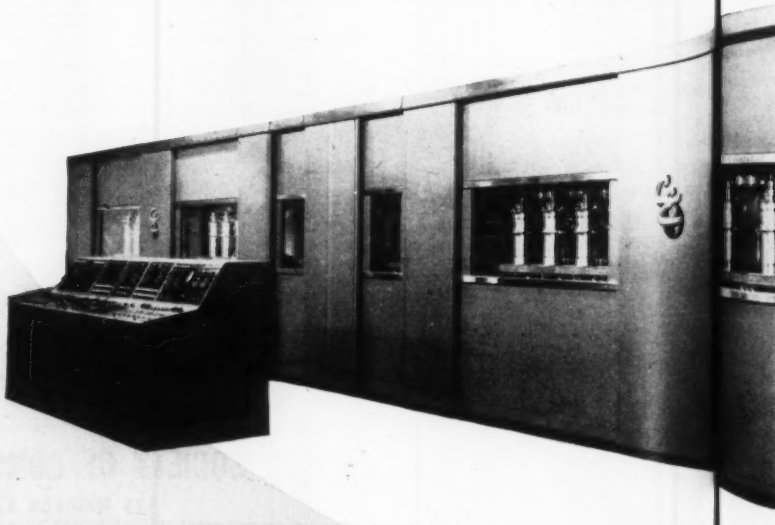

20 times as powerful as the largest AM Broadcast Radio Station operating in the U.S.A.!

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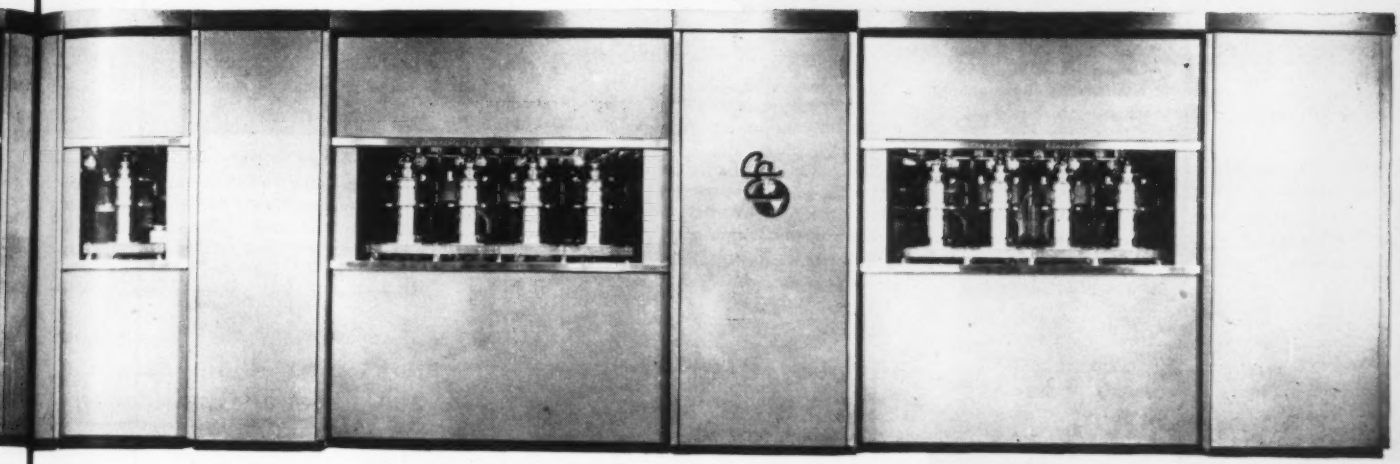
E, BEYOND THE USUAL STANDARDS

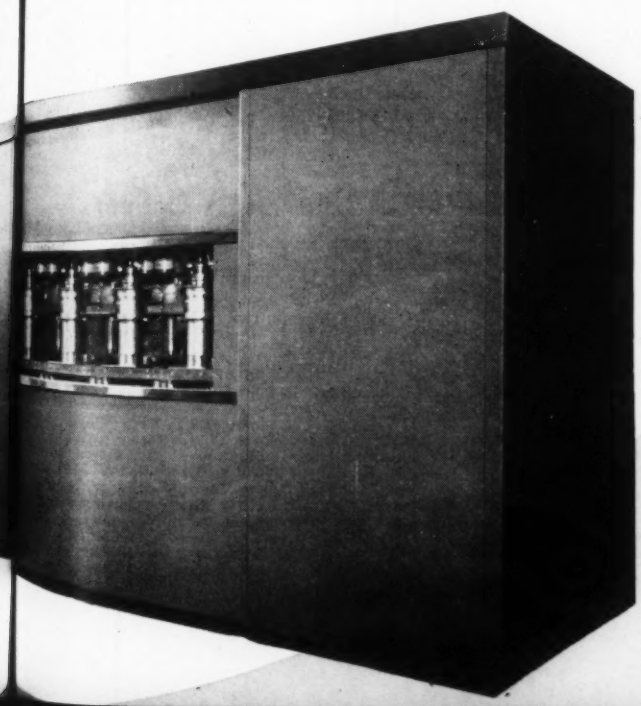


op 4 Million Watts peak power for the VOICE OF AMERICA

ER ANYWHERE IN THE WORLD!

Three of these mammoth transmitters—already in operation at Munich, Okinawa, and the Philippines—carry the revitalized Voice of America's messages of freedom and truth to millions in Communist-dominated areas.

Continental engineering skill and production efficiency made possible the shipment of the first of these transmitters in less than one year after receipt of contract—a remarkable achievement in so short a time.



Features of the Transmitters

- ★ Frequency range 150 kc to 1600 kc.
- ★ Maximum effective coverage because of unusual ability to handle very high percentage of modulation continuously with negligible carrier shift.
- ★ High efficiency linear power amplifiers utilizing high gain tubes and most modern techniques in circuitry.
- ★ Overall efficiency, from power mains to radiated power, better than 50%.
- ★ Performance characteristics far surpass FCC requirements for standard broadcast transmitters.
- ★ Control console centralizes all metering, tuning controls, and power control.

Continental Electronics

MANUFACTURING COMPANY

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KUM

NATIONAL SPOT RADIO GAINS 8% IN '53, TELEVISION UP 30%, BLAIR TELLS SRA

Station Representatives Assn. President John Blair, re-elected for 1954 at SRA's annual meeting, says national spot tv volume increase next year will be even bigger than for 1953. Other officers: Robert Meeker, vice president; Joseph J. Weed, treasurer, and Adam J. Young Jr., re-elected secretary.

NATIONAL spot radio business for 1953 gained an estimated 8% over 1952 and national spot television volume was up about 30% over 1952, John Blair, president of the Station Representatives Assn., reported at the annual meeting of the organization in New York last Wednesday.

Another highlight of the meeting was the re-election of Mr. Blair, head of the John Blair radio and television organizations, as president of SRA. This was said to be the first time in the history of the seven-year-old group that a president has been re-elected.

Other officers named were: Robert Meeker, Robert Meeker Assoc., vice president; Joseph J. Weed, Weed & Co., treasurer, and Adam J. Young Jr., Adam J. Young Jr. Inc., secretary (re-elected).

Re-elected to Board

Re-elected to the board of directors were Russell Woodward, Free & Peters Inc., and Joseph Timlin, The Branham Co. Lewis H. Avery, Avery-Knodel Inc., was elected to the board to fill a vacancy. George Brett, The Katz Agency Inc., continues as a board member.

In his annual report to members, stressing the health of national spot business in both radio and television, Mr. Blair declared:

"Both national spot radio and national spot television will run up volume records in 1953. The best estimate of our members for national spot radio is that it will show an extraordinary increase of 8% for the year, bringing the total time sales up to an estimated figure of $135 million. This figure has been achieved because of the continuing splendid record of national spot radio in achieving sales results for advertisers, and in spite of the remarkable growth of television, with 109 new stations coming on the air during the year.

Radio Still Increases

"It is natural and wholesome that many large users of national spot radio will experiment with and extend their advertising into national spot television also. Yet it has been clearly demonstrated by results in 1953, that while television is showing extraordinary gains, radio — television's sister modern medium — shows no letup in its consistent 18-year annual increase."

Mr. Blair paid special tribute to the Crusade for Spot Radio, which the association launched last April under the direction of Reg Rollinson. He asserted that results were "spectacular," pointing out that in September, SRA members handled "the largest flood of orders in the history of national spot radio business," and that in October the stations represented by SRA members showed "the largest month's billings in the history of national spot radio."

Turning to television, Mr. Blair said national spot volume will show an increase of about 30% over 1952 figures and expressed the belief that 1954 time sales will "show an even larger increase, with more than 100 new stations going on the air."

Mr. Blair announced that an advisory committee of station owners and managers, designed to increase the functions of the Crusade for Spot Radio, is expected to be set up within the next few weeks. He said eight station directors already have indicated their willingness to serve on the committee.

An increase of 40% in SRA's annual budget for 1954 over 1953 was approved by members.

NEWLY elected officers on the board of Advertising Research Foundation are (l to r) Fred B. Manchee, BBDO executive vice president-treasurer, vice chairman; Marion Harper Jr., McCann-Erickson president, chairman; E. P. Seymour, Crowell-Collier Publishing Co. vice president, treasurer.

Halstead, Crosby Talk On Fm Multiplexing

FM BROADCAST multiplexing was the subject of two talks before the Professional Group on Communication Systems of the Institute of Radio Engineers in Washington last Thursday. Held at the National Academy of Sciences, the addresses were by William S. Halstead, president of Multiplex Development Corp., and Murray G. Crosby, president of Crosby Labs. Inc.

Mr. Halstead, who discussed "Potential Applications of Fm Broadcast Multiplex Systems," reviewed results of operational tests during the past five years. He contended the multiplex methods increase the efficiency of spectrum utilization by providing, on a noninterference basis at existing fm broadcast stations, additional channels suitable for subscription program service or multiple channels for voice, facsimile and teletype services.

Mr. Crosby, who spoke on "Fm Broadcast Multiplex Techniques," described developments on a circuit arrangement tested for a month under Navy sponsorship in which three additional audio channels were added to the signal of WTOP-FM Washington. Various types of material were carried without report of interference to the main program channel, he said. Mr. Crosby also discussed a multiplex system capable of adding a 15 kc audio channel for the transmission of binaural sound.

Panel on Tv Economics

ECONOMIC and regulatory problems of the television industry will be the subject of a panel at the Dec. 28-30 convention of the American Economic Assn. in Washington's Hotel Statler.

American problems will be discussed by H. H. Goldin, FCC Assistant Chief Accountant in charge of Economics Division, and British problems by Prof. R. H. Coase, U. of Buffalo. Papers will be discussed by Sidney S. Alexander, CBS economic adviser, and Peter O. Steiner, assistant professor of economics, U. of Calif. Prof. Marvin L. Fair, Tulane U., will act as chairman of the meeting, scheduled for 2:30 p.m., Dec. 30.

Fellows Says Radio People Exude Renewed Confidence

RADIO broadcasters are enjoying renewing confidence in the fundamental strength of the medium following a period of uncertainty about the future, NARTB President Harold E. Fellows said Tuesday in addressing the Worcester (Mass.) Sales Executive Club.

Emphasizing the need for truth in administering affairs of mass media, Mr. Fellows said there also is a need for confidence. "We have had an example of this in recent years in radio," he said. "We have seen the confidence of men shaken by the threat of competition. Wherever you find shaken confidence, you will find fear.

'We Have Emerged'

"We have emerged in radio (figuratively speaking) from the morass of self-concern into the sudden and warming realization that where our confidence might have waned, that of the nation's people had not."

Mr. Fellows called on media operators to encourage closer liaison between those who elect the legislators and those who are elected, criticizing the lobby law requirements because the law "was written for a few but offends many."

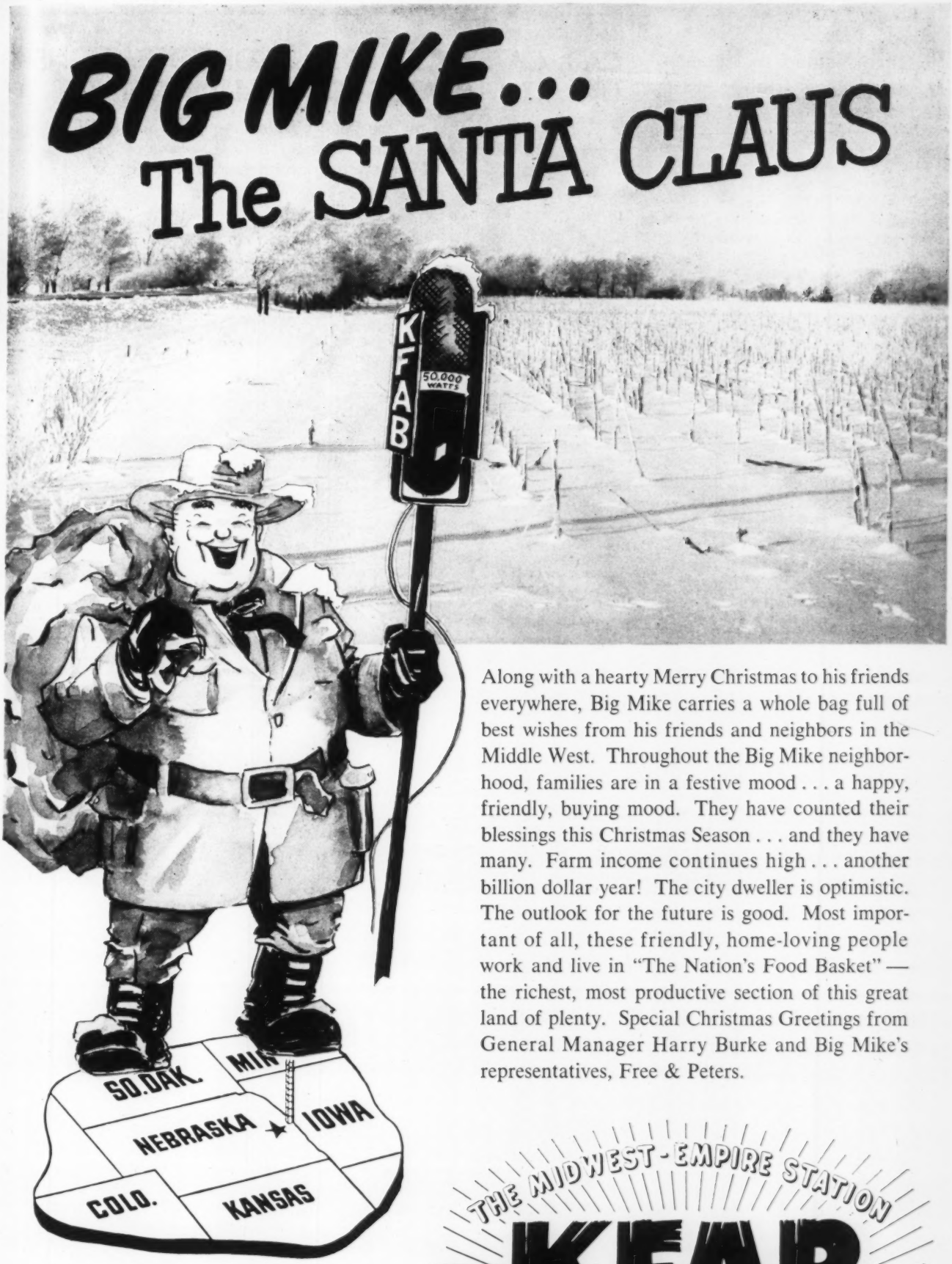
Public media should be more objective in reporting the activities of the government, he suggested.

AFCA Unit Elects Officers

ELECTIONS of Vice-Adm. Walter S. Anderson, Director of the Automatic Electric Co. and Emmett R. Shute, Vice President of Western Union Telegraph Co., as president and vice president, respectively, of the New York Chapter of the Armed Forces Communications Assn. were announced last week. Other officers, who were re-elected:

Forrest L. Henderson, executive vice president of the American Cable and Radio Corp., and Col. F. E. Kidwell, Chief Signal Officer, First Army, Governors Island, New York, vice presidents; Maj. Theodore N. Pope, administrative assistant to the director of publications, Bell Telephone Labs., treasurer; Lt. Col. David Talley, engineer, Federal Telephone & Radio Co., secretary; Royal F. Jewett, government communications sales representative, Western Electric Co., recording secretary.

BIG MIKE... The SANTA CLAUS



Big Mike is the physical trademark of KFAB, Nebraska's most powerful station.

Along with a hearty Merry Christmas to his friends everywhere, Big Mike carries a whole bag full of best wishes from his friends and neighbors in the Middle West. Throughout the Big Mike neighborhood, families are in a festive mood . . . a happy, friendly, buying mood. They have counted their blessings this Christmas Season . . . and they have many. Farm income continues high . . . another billion dollar year! The city dweller is optimistic. The outlook for the future is good. Most important of all, these friendly, home-loving people work and live in "The Nation's Food Basket" — the richest, most productive section of this great land of plenty. Special Christmas Greetings from General Manager Harry Burke and Big Mike's representatives, Free & Peters.

THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS OMAHA CBS RADIO

Vaccaro Named to Head National Press Club

ERNEST B. VACCARO, AP executive representative handling contacts with radio and newspaper members, was elected president of the National Press Club in Washington, D. C. at its election Friday.

Mr. Vaccaro takes office Jan. 15, succeeding Theodore F. Koop, director of CBS Radio news and special events in Washington. Mr. Koop was the first radio president in the history of the journalistic organization.

After his election a year ago as NPC vice president, Mr. Vaccaro was nominated without opposition for the election. He is a former president of the White House Correspondents Assn. and served on the Press Club's board of governors several years.

Covered White House

He covered the White House for AP during the Truman Administration.

In his present capacity he addresses radio and newspaper groups, serves as their contact with the association, writes a Sunday newspaper column, "Washington Inside Out," and directs AP's Washington city wire service.

Plans for Nat'l Unit For Program Mgrs. Studied

SUGGESTIONS covering an operating format for the proposed National Assn. of Television Program Managers are being studied by Vic Campbell, program manager of WBAL-TV Baltimore and program director for Hearst Corp.'s radio-tv division [B•T, Dec. 14].

Mr. Campbell is scanning replies to a questionnaire sent interested stations. The association would be designed to provide a forum for exchange of ideas and techniques as well as improvement of tv program standards. Stations have been asked for their ideas on title, type of information bulletins, dues, associate membership and operating procedure.

Broiles Heads Texas PR

ROWLAND BROILES, president of the Fort Worth firm bearing his name, has been elected the first president of the newly-formed Texas Public Relations Assn. Other officers are John R. McCarty, public relations and advertising director, Frito Co., Dallas, first vice president; John Andrew, vice president, First National Bank of Houston, second vice president; Sam B. Cantey III, assistant vice president and public relations director, First National Bank of Fort Worth, secretary-treasurer, and Earnest E. Sanders, Fort Worth attorney, general counsel.

Tube Standards Explored

STANDARDS for cathode ray and other tubes were explored last Wednesday at a technical session of the Joint Electronic Tube Engineering Council in Chicago. The Group functions through the cooperation of Radio-Electronics-Television Mfrs. Assn. and National Electric Mfrs. Assn. Meeting was held at the Palmer House with L. E. Record presiding.

CAB, CAA MAY REOPEN CONSIDERATIONS ON AIR 'HAZARDS' OF TALL TV TOWERS

CAB representative on the Air Coordinating Committee, W. Dixon Markey, has abstained from voting the past week on cases involving guyed tower and is preparing an answer telling why, it is understood.

SUBJECT of tall tv towers and the "hazards" they present to airplanes may be reopened by the Civil Aeronautics Board and The Civil Aeronautics Administration, it was learned last week.

Althought nothing definite could be ascertained, it was confirmed by B•T that W. Dixon Markey, CAB representative on the Air Coordinating Committee (which acts as the Washington Airspace Subcommittee), has for the last week abstained from voting where guyed towers were involved.

Mr. Markey was understood to be acting on his own, following the death of former Michigan Gov. Kim Sigler and three passengers when the Sigler private plane crashed after striking a guy wire of the 540-ft. tower of WBCK-TV Battle Creek, Mich., earlier this month [B•T, Dec. 7].

A report by Mr. Markey to CAB, explaining his actions, was understood to be in preparation. After CAB considers this report, it either will instruct Mr. Markey to cast his vote, continue to abstain or schedule the subject of tall towers as an item on its agenda for more detailed consideration.

If CAB decides construction of tall towers constitutes an appropriate subject for action, it is understood it may then instruct CAA to begin proceedings. Both agencies control civil air regulations and any unilateral action would apply only to commercial and private airplane interests. It is believed, however, that a joint study with the FCC and the military might be reconstituted to formulate measures meeting approval by both broadcasters and aviation people.

Joint Study

This would be a continuance of a joint, informal study engaged in last year under the aegis of FCC Comr. Edward M. Webster and CAA Deputy Administrator F. B. Lee and comprising pilots, commercial airlines, state air associations, and broadcaster representatives [B•T, March 31, 1952, et seq.].

Final report by a joint industry-government committee, appointed after several meetings of aviation and broadcast industry representatives, recommended continuance of the present case-by-case method of deciding broadcast tower sitings and heights by airspace subcommittees. Also recommended were several changes in Part 17 of the FCC's Rules governing the painting and lighting of towers over 500 ft. high. The report also contained an attachment, not a part of the joint committee's recommendations, setting forth CAA's proposal to revise its Manual of procedure.

It has been thought a national criterion might be established to guide all regional airspace subcommittees, but this was determined unwise.

Agitation by the aviation industry, which foresaw thousands of 2,000-ft. tv towers, followed the issuance of the FCC's Sixth Report on tv. Fact that this permitted maximum 2,000-ft. towers in many of the 2,000 communities allocated channels gave rise to alarm in aviation circles that all tv towers would be that high. A study by the joint committee showed, it reported, that only about 5% of the towers planned would exceed 1,000-ft. heights.

Mentioned prominently during the meetings was the question of marking guy wires. Although nothing was decided formally about this, the latest air crash involving a broadcast station tower apparently has reopened the question.

Broadcast engineers claim there is no feasible way of marking guy wires. Although CAB officials have no concrete suggestions on this score, one reference has been made to the manner in which the Swiss government marks high tension lines spanning Alpine valleys. It is understood that gas-filled, yellow balloons are attached to the power lines at specified intervals and float above the rights of way. This is an effective method for warning pilots flying visually, a CAB official admitted, but not effective at night. Another suggestion reported by a radio consultant engineer was that flood lights be installed to illuminate guy wires and towers at night.

In the three air-tower accidents this year, two involved planes running into guy wires. In addition to the Sigler incident, a private plane ran into one of the guy wires of WHUM-TV Reading, Pa. The third crash involving a radio tower was that of an American Airlines commercial flight at Albany, N. Y., which rammed two of the three towers of WPTR Albany, with 28 fatalities. The Battle Creek tower was insured. Only damage at Reading was to the GE antenna, and WHUM-TV and GE still are negotiating on responsibility. In Albany, WPTR has an $8,000 claim against American Airlines.

Before the FCC will grant a broadcast permit, the applicant must secure approval of his antenna site and height from CAA. Procedure involves securing Airspace subcommittee approvals on the regional and Washington levels. Airspace subcommittees are composed of representatives of civil and private air interests, military air services and the CAA and other government agencies. The FCC sits on the committees as an observer, but does not vote.

There has been some talk of reconstituting the procedure to give broadcasters more voice in the committees' decisions. FCC Comr. George E. Sterling earlier this year [B•T, March 16] suggested membership of the committees be broadened and that formal hearings, with counsel and cross-examination, be instituted. He also recommended that a broadcaster, denied by a regional subcommittee, be given the right to appeal immediately to the FCC.

WEBC Asks Review

WEBC Duluth, Minn., petitioned FCC last week to reconsider its ruling denying the allocation of vhf ch. 10 there [B•T, Dec. 7]. Instead, the Commission approved another proposal adding vhf ch. 13 to Bemidji, Minn., and vhf ch. 12 to Ironwood, Mich. WEBC withdrew from the vhf ch. 3 contest at Duluth to pursue its petitions for addition of either vhf ch. 10 or 12 there. A hearing examiner subsequently proposed to grant ch. 3 to KDAL Duluth [B•T, Dec. 7].

KWTV

OKLAHOMA CITY

ON THE AIR *NOW*

CHANNEL 9

REPRESENTED BY
AVERY-KNODEL, INC.

BASIC INTERCONNECTED
CBS
AFFILIATE

EDGAR T. BELL, Executive Vice-President • FRED L. VANCE, Sales Manager

OKLAHOMA TELEVISION CORPORATION
OKLAHOMA CITY 14
AFFILIATED MANAGEMENT — KOMA — CBS RADIO

And in just a few months . . .

. . . on the air with FULL POWER and

WORLD'S TALLEST MAN-MADE STRUCTURE TOWER

316,000 WATTS, ERP • 12 BAY SUPER GAIN ANTENNA • RCA EQUIPMENT

'IKE' MAKES DRAMATIC MOVES IN PLANNING FOR MORE RADIO-TV USE

Obvious and sudden turn at White House toward radio-tv media to tell the Government's story to the people electrifies industry. Plans start with broadcasts of certain Presidential news conferences.

PRESIDENT Eisenhower last week started to carry out in a big way his promise to use every modern medium to tell the people what their government is doing.

Returning to the electronic media with dramatic suddenness, the President will make a total of five network radio-television appearances in a three-week period.

Of historic importance was his shattering of tradition when the entire Wednesday morning news conference was carried by radio networks later in the day.

In the 11 months since he assumed office the President has added to the usual formal radio and tv appearances these significant precedent-breakers:

- Radio-only report to the people May 19, with tv allowed to carry only brief filmed excerpts at end of broadcast [B•T, May 25].
- First Presidential "family-circle" simulcast June 3 in which four Cabinet members joined in formally produced program [B•T, June 9].
- Wednesday's broadcast of news conference, with all four radio networks carrying practically the complete text and tv networks using sound-only excerpts.

Last week the President made two telecasts. The first was a filmed version of his statement at the opening session of a series of legislative conferences that started Thusday morning. This film was telecast later in the day. A similar tv set up was arranged for Saturday, closing day of the meetings.

This Thursday—Christmas Eve—the President will break more precedent when he appears in an indoor-outdoor program at which he will light a huge Christmas Tree adjoining the White House. The President will first make a simulcast plea for world peace and general recognition of the true Christmas spirit of goodwill and benevolence. He will talk from the White House radio room, located in the basement, and then make an outdoor appearance to take part in the ceremonies at the tree.

Appearances Slated

Two major radio-tv appearances are scheduled right after the holidays. The President will make a report to the people via radio and tv Monday, Jan. 4. He plans to review the Administration's achievements up to that point and outline the purposes of the upcoming legislative program.

Three days later all networks are expected to carry the annual State of the Union report to Congress. This legislative document will go into much more detail than the earlier simulcast, listing specific problems and pointing to legislative solutions.

While there is no definite word, it was thought the President might be considering a first-year simulcast on Jan. 20, first anniversary of his inauguration.

Last Wednesday's broadcast of the full text of a news conference was another step in the program outlined last January by James C. Hagerty, the President's news secretary. At that time, Mr. Hagerty stated that the President wanted to take advantage of the intimacy radio and television enjoy with the nation's families [B•T, Jan. 26].

Working closely with the White House staff have been members of the networks' informal liaison committee. These radio-tv reporters have suggested numerous ways of using the media and the President has conferred, too, with leading broadcast executives.

While radio-tv executives consider the progress made in the first year of historic significance, the ultimate goal—live aural-video reporting of Presidential news conferences—is far from realization.

Last Wednesday's Presidential news conference, lasting 32 minutes (10:31-11:03 a.m.), covered a wide range of topics—all the way from sharing of atom bombs with other nations to juvenile delinquency and an exchange over his feelings about the nickname "Ike."

No warning had been given in advance that the taped conference might be made available. The President, Mr. Hagerty, his assistant Murray Snyder, and other members of the staff reviewed the tape. Decision to make it available was reached in mid-afternoon, shortly before Mr. Hagerty's 4 p.m. news conference.

The dramatic revelation was made by Mr. Hagerty with these words:

H—Since we have been in here we have been figuring out some way to expand the coverage of a press (news) conference. Today at 6 o'clock we are sending the entire press conference to the networks for use as they see fit.

This set off a barrage of questions about the fact that the President's conference remarks would be quoted directly, since newsmen may only use direct quotes when they have specific permission.

Marvin Arrowsmith, AP, offered this observation:

A—Everybody is, of course, glad to be able to use it in direct quotes, but it will mean each time that the wire services and I suppose a lot of others will have to completely scratch their early stories and it will infuriate a lot of editors.

Mr. Hagerty conceded the point, and Mr. Arrowsmith added:

A—Think of the radio stations it will make happy, though.

Asked about reasons for the decision and the future course to be followed, Mr. Hagerty took part in this exchange:

Q—Was this purely a voluntary thing to-

FCC HAS QUESTIONS ON McCARTHY BILL

But Commission takes no stand on the proposed law which would require stations to keep records of everything going out on the airwaves.

FCC SAYS neither "yes" nor "no" to the McCarthy bill which would require radio and tv stations to make and keep recordings of everything on the air.

The bill, introduced by Sen. Joseph R. McCarthy (R-Wis.) [B•T, June 22], has been before the Senate Interstate & Foreign Commerce Committee.

B•T learned last week that FCC has answered the committee's routine request for Commission comment on the measure (S 2125).

While FCC would not give its opinion on the measure—which it can do and often has done in the past on other legislation—the Commission indicated that if Congress considers the bill it ought to think twice about these questions:

- Would tv stations have to record visual as well as aural portions of all their programs?
- Would each station have to record the network programs it receives?
- How long a time would a station be required to keep the recordings or verbatim transcripts made?

The bill would amend Sec. 303(j) of the Communications Act. It would give FCC "authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable" and FCC would "make rules and regulations requiring broadcasting stations to make and keep recordings, or verbatim records, of all communications transmitted."

Sen. McCarthy told B•T after he introduced the bill last June he was in no hurry to press his legislation but looked at the proposal as more of a trial balloon to test broadcaster reaction.

Broadcaster reaction reported since then has been unfavorable in the main with questions raised by station operators similar to those presented the Senate committee by the FCC.

The FCC's comment to the Senate committee, of which Sen. John W. Bricker (R-Ohio) is chairman, follows in part:

Under the existing provisions of Section 303 (j), the Commission already has discretionary authority to impose the requirements that would be made mandatory by S 2125.

We have never found it necessary, for purposes of our normal regulatory functions, to require that broadcasting stations keep recordings or verbatim transcripts of all the communications they transmit. However, the Commission has adopted rules requiring broadcast stations to maintain detailed program and operating logs. These logs must be retained by all licensees for a minimum period of two years.

In the case of logs relating to a disaster or to a Commission investigation, the log must be retained until the Commission authorizes its destruction. Where logs are involved in any claim or complaint of which the station has notice, they must be retained until the claim or complaint has been satisfied or is barred by the statute of limitations. . . .

In view of the fact that the Commission would be required to issue rules to implement the proposed amendment and to administer such rules, there are certain aspects of the proposed legislation which we believe Congress might wish to clarify in the event that it determines that the proposal should be enacted.

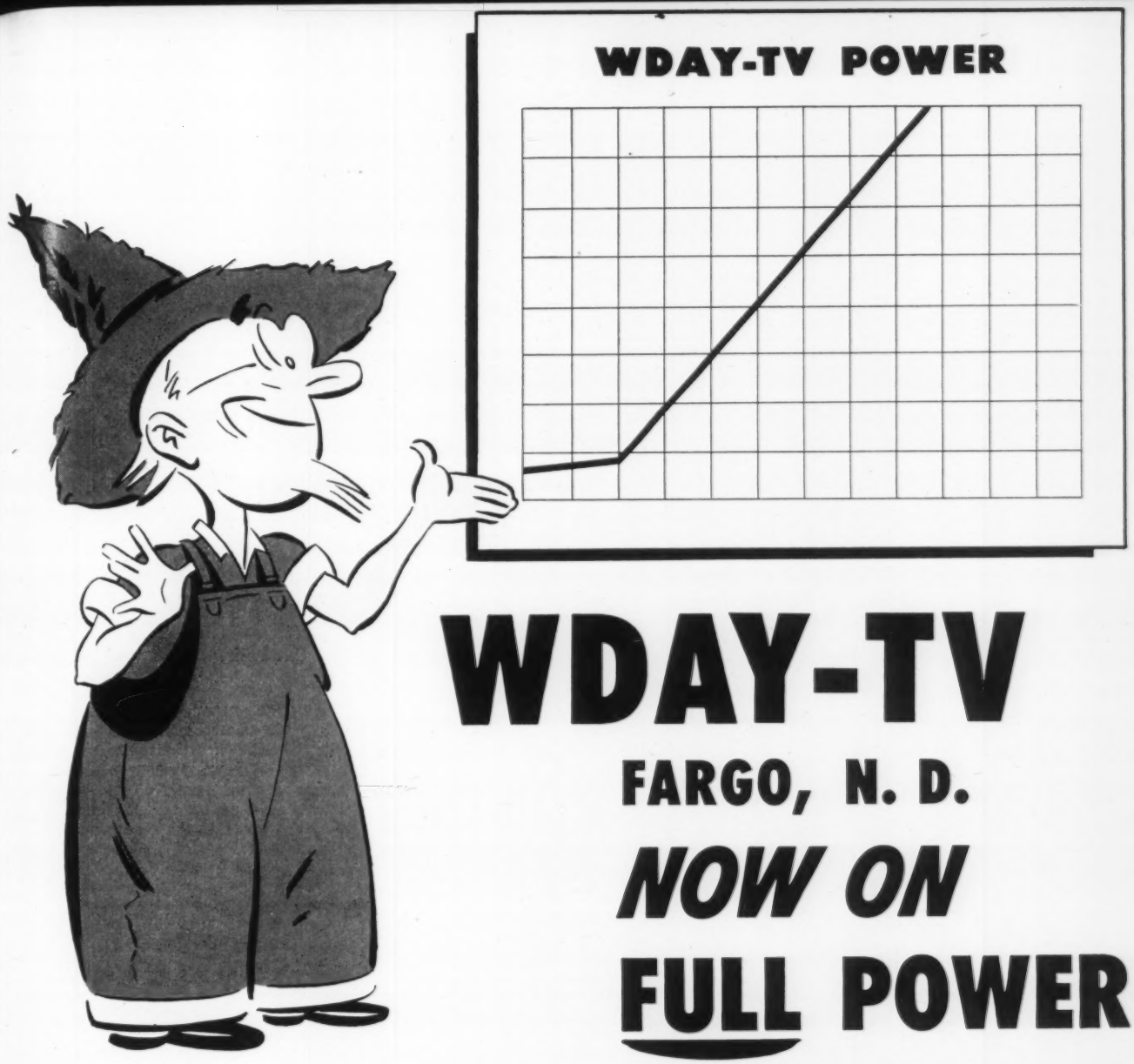
The language of the proposed subsection would require broadcasting stations to make recordings or verbatim transcripts of "all communications transmitted." Apparently, this would mean that television broadcasting stations would have to record the visual as well as the aural portions of all their programs.

Another problem is raised with respect to network broadcasting.

It is not clear from the proposed amendment whether each broadcast station would have to record a network program or whether that requirement would be imposed only on the station originating the broadcast.

In addition, the proposal does not specify how long a time a station would be required to keep the recordings or verbatim transcripts that would be made.

It would be helpful to the Commission in formulating the rules which would be required to implement this legislation should it be adopted, if Congress indicated how long these recordings or transcripts shoud be kept.



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day, or a buildup from previous requests?

H—No. We have had many requests over the past. Now we are trying it and will see what happens.

Q—Would there be any way in the future of letting those that cover the press conference know it, so that they can use direct quotes?

H—We will never tell you in advance.

Q—When you said you would never tell us in advance, you mean in advance of the news conference?

H—That's right.

Q—I thought you meant in advance of releasing it, just like this time?

H—No, what I am saying is we will not say that, for instance, if we are holding a press conference tomorrow, we will not say today that this conference is going to be released in its entirety.

Q—Would you be able to say it, say, immediately after the news conference?

H—Almost immediately after, I think.

Q—Do you anticipate, in pursuance of this policy a little further, I believe that you were quoted in some speech, months ago, whether accurately or not, that there might be a televised conference before the end of the year [B•T, Nov. 2]?

H—There might be anything.

The White House on a number of occasions has made available two or three-minute excerpts of Presidential news conferences. These are dubbed from a taped recording made by the Signal Corps.

In the old State Dept. Bldg. Indian Treaty Room, where President Truman moved the conferences a couple of years ago, over a dozen mikes are placed strategically to catch the voices of the President and the 200 reporters. These mikes are placed strategically to catch the voices address system. Each conference is dubbed to a disc for permanent filing in the archives.

Sgt. Mynard Rutherford, of the Signal Corps detachment at the White House, is in charge of the recording apparatus. When decision was made to supply the text to networks, Sgt. Rutherford fed the conference through the White House board to NBC which in turn made it available to all other networks.

Excerpts of the conference were carried on radio and tv newscasts after 6 p.m. Wednesday. CBS was first to carry a full half-hour version, starting at 10 p.m., with the other radio networks following at later intervals.

Ray Scherer, NBC White House correspondent, described the conference release Wednesday as "a significant milestone" in American broadcasting and Presidential relations with the public. "You at home can now have a sense of participation in the news conferences," Mr. Scherer said. Earl Godwin, also NBC, said in a Thursday broadcast that such a presentation could only happen in America.

Live Pickups Doubtful

Despite the intent of the White House to make the fullest possible use of radio and television, the chance of live pickups remains doubtful because of the danger of incidents or comments embarrasing to the President, the Administration or the government. There is concern, too, lest an inadvertent remark be unfortunately worded.

An incident at an autumn Presidential conference still is vividly recalled in Washington as an example of the hazards involved in live pickups. At that time Raymond P. Brandt, veteran *St. Louis Post-Dispatch* correspondent, told the President in plain words that he, and some other newsmen, resented the fact that appointment of Gov. Earl Warren, of California, to be Chief Justice of the U. S., had apparently been "leaked" to a few reporters whose publications he hinted were favorable to the Administration.

This incident pointed out the dangers inherent in live pickups unless a suitable formula can be found. Mr. Hagerty has said on a number of occasions that the White House is considering various types of radio and tv programming in an effort to keep the public informed about what is going on in Washington and the world, and what the government is doing or proposes to do about these problems.

ANSWERS REFUSED AT RED HEARING

Composer-musical director Jerry Fielding and TWA's Joan LaCour refuse to answer questions on Communist Party membership at House subcommittee hearing in Los Angeles.

QUESTIONS on purported membership in Communist Party brought refusals to answer last week from Jerry Fielding, composer and musical director of NBC-AM-TV's *You Bet Your Life*, and Joan LaCour, executive secretary of Television Writers of America, at a closed hearing last week by a subcommittee of the House Un-American Activities Committee.

The questions were put by Reps. Donald L. Jackson (R-Calif.) and Clyde Doyle (D-Calif.) at the Los Angeles hearing. Mr. Fielding denied being a member of the Communist Party "at

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WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*

present," but refused to say if he had been affiliated "yesterday," Rep. Jackson said, while Miss LaCour flatly refused to answer the questions and issued a statement charging the Congressmen with setting themselves up as "prosecutor, judge and jury."

Both Mr. Fielding and Miss LaCour based their refusals to answer on the protection afforded by the 5th Amendment to the Constitution. Both had been identified by witnesses as former Communist Party members at previous subcommittee hearings.

TWA, in a statement issued through President Hugh Wedlock, said Miss LaCour at a recent executive board meeting, had signed a non-communist oath required of all officers under the Taft-Hartley Law. TWA's executive board was to meet "in the next few days" to consider future action in view of her refusal to testify, Mr. Wedlock said.

FIRST OKAYS GIVEN BY FCC FOR 540 KC

FCC grants new station at Clarksville, Tenn., and switches by KFMB San Diego (which also got a power boost) and WRIC Richlands, Va., all for 540 kc. Other applicants are mutually exclusive.

FIRST authorizations for newly available 540 kc were announced by FCC last week concurrent with issuance of pre-hearing McFarland notices to two groups of 540 kc applicants advising them their bids are mutually exclusive.

First new station grant on 540 kc went to Clarksville Broadcasting Co. for 250 w daytime at Clarksville, Tenn. The permittee is owned by Aaron B. Robinson, operator of WDXI Jackson, WENK Union City, WDXE Lawrenceburg and WTRP Paris, all Tenn., and WCMA Corinth, Miss.

KFMB San Diego, Calif., was granted change from 1 kw on 550 kc to 5 kw on 540 kc, fulltime, directional.

WRIC Richlands, Va., 1 kw daytimer on 1050 kc, received consent to switch to 540 kc.

Following applicants were advised that their requests are mutually exclusive and indicate necessity of a hearing:

Midland Broadcasting Co.—Requests change of KFRM Concordia, Kan., from 5 kw day on 550 kc directional to 10 kw fulltime on 540 kc, directional day and night.

B. J. Parrish seeks new station at Pine Bluff, Ark., on 540 kc with 1 kw fulltime, directional night, contingent on move of his KOTN Pine Bluff to Brinkley, Ark. KOTN is on 1490 kc with 250 w unlimited. KOTN bid is included in notice.

KWK Inc. (KWK St. Louis) seeks new station at Haines City, Fla., on 540 kc with 10 kw daytime, directional.

Empire Broadcasting Co. seeks new station at Pine Bluff, Ark., on 540 kc with 10 kw daytime.

WXOK Inc., Baton Rouge, La., seeks change of WXOK there from 1260 kc to 540 kc, assigned 1 kw day.

Southeastern Broadcasting System (WJAZ Albany and WMJM Cordele, Ga.) seeks new station at Macon, Ga., on 540 kc with 10 kw daytime.

Francis S. Miller for new station at Tampa, Fla., on 540 kc with 500 w daytime.

Rollins Broadcasting Inc. (WJWL Georgetown, Del.) seeks new station at Houston, Tex., on 540 kc with 250 w daytime.

In the second group notified mutually exclusive are:

Scheewe Assoc. seeks new station at Washington, D. C., on 540 kc with 250 w daytime.

Rollins Broadcasting Co. requests change of WJWL Georgetown, Del., from 1 kw day on 900 kc to 5 kw day on 540 kc.

Good Music Station Inc. seeks change of WGMS Washington, D. C., transmitter site from Falls Church, Va., to Potomac, Md., using present facilities of 1 kw day on 570 kc, and seeks another permit for night operation on 570 kc with 1 kw at Bethesda, Md. The proposed Potomac site conflicts with request of WDON Washington.

Commercial Radio Equipment Co. seeks change of WDON Washington, D. C., from 1540 kc to 540 kc, using present assignment of 250 w daytime.

In other actions, FCC also granted new am stations for Lanett, Ala.; Monte Vista, Colo., and Springfield, Ore.

At Lanett, Greene Land & Cattle Co. received 500 w daytime on 910 kc. President and 50% owner of grantee is Roy M. Greene, part owner of WPNX Phenix City, Ala., and chief owner of WHWD Hollywood, Fla.

At Monte Vista, San Luis Valley Broadcasting Co. received 250 w fulltime on 1490 kc. President and majority stockholder is George O. Cory, manager and part owner of KUBC Montrose, Colo.

W. Gordon Allen, permittee of uhf ch. 20 KTVF (TV) Springfield-Eugene, Ore., and owner of KGAE Salem, Ore., was recipient of the Springfield am authorization. It specified 1 kw daytime on 1050 kc, conditioned upon KCOV Corvallis, Ore., beginning program tests on another channel.

WNRV Narrows, Va., was granted modification of license to establish a second main studio in Pearisburg, Va., for dual-city operation. WNRV is assigned 1 kw daytime on 990 kc.

More Data Asked On Tv Extension Bids

FIVE more post-freeze television stations were advised by FCC last week that their applications for additional time to complete construction cannot be granted on the basis of the evidence presented. Hearings would be ordered if additional data is not sufficient, an FCC representative indicated.

Action came just a month after FCC warned extensions must be merited and diligence proved [B•T, Nov. 23].

The permittees involved included Ralph D. Epperson, uhf ch. 55 WPAQ-TV Mt. Airy, N. C.; Tennessee Valley Broadcasting Co., uhf ch. 23 Decatur, Ala.; Grenco Inc., uhf ch. 21 WMSL-TV Greenwood, S. C.; WCOW Telecasting Co., uhf ch. 17 WCOW-TV St. Paul, Minn., and Telepolitan Broadcasting Co., vhf ch. 12 KNEH (TV) Clovis, N. M. Comr. Frieda B. Hennock dissented in all cases, except that involving KNEH, and favored extensions for the uhf outlets.

A fortnight ago FCC announced a final decision to deny additional time to Mountain States Television Co. to construct uhf ch. 20 KIRV (TV) Denver. The extension request was held in default in an examiner's initial decision since the station did not appear for hearing [B•T, Nov. 16].

FCC spokesmen last August unofficially warned television permittees that construction extensions would not be granted unless diligence could be proved [B•T, Aug. 17].

Two Dismiss Tv Bids

BOTH contestants for uhf ch. 52 at Hagerstown, Md., WARK and WJEJ there, dismissed their applications last week and informed FCC their actions were based upon studies of the market and the economics of uhf. WJEJ wrote that its decision was "reluctant," but "after a careful survey of local and area factors and an appraisal of uhf operations in various parts of the U. S., it has concluded that uhf will not be successful either as a public service agency nor economically."

Chattanooga Ch. 12 Merger Is Proposed

WDEF would be survivor applicant, giving options to two competitors for 27.5% each. Harold Anderson would be manager after grant.

FIRST local vhf television station for Chattanooga, Tenn., appeared in prospect last week as a three-way merger was put before the FCC by contestants in the ch. 12 hearing.

WDEF Chattanooga petitioned the Commission for amendment of its ch. 12 bid to show option agreements for issuance of 27.5% holdings each to Southern Television Inc. and Tri-State Telecasting Corp. Southern and Tri-State propose to dismiss their ch. 12 applications, leaving the WDEF bid uncontested in hearing status before Examiner J. D. Bond.

Should FCC approve the petition, the examiner would be able to issue promptly an initial decision on the remaining WDEF application.

Meanwhile, Harold (Hap) Anderson, manager of KOLN-AM-TV Lincoln, Neb., announced his resignation from that station and plans to join WDEF Broadcasting Corp. shortly after the first of the year. He is to work with WDEF in its efforts to secure a construction permit on ch. 12. After FCC approval of the new tv outlet, Mr. Anderson is to direct the tv construction and become manager of WDEF-TV.

Mr. Anderson was minority stockholder in KOLN-AM-TV, which was sold with FCC approval last August to Fetzer Broadcasting Co. for a total consideration of $650,000 [B•T, Aug. 24]. Fetzer operates WJEF-AM-FM Grand Rapids, WKZO Kalamazoo and WKZO-TV Kalamazoo-Grand Rapids, Mich.

Other vhf channel available at Chattanooga is vhf ch. 3, in contest among WOPI, WDOD and WAPO.

Two uhf stations have been authorized there, uhf ch. 43 WTVT (TV) and uhf ch. 49 WOUC. Neither has announced its expected commencement date. Both were granted in mid-1952.

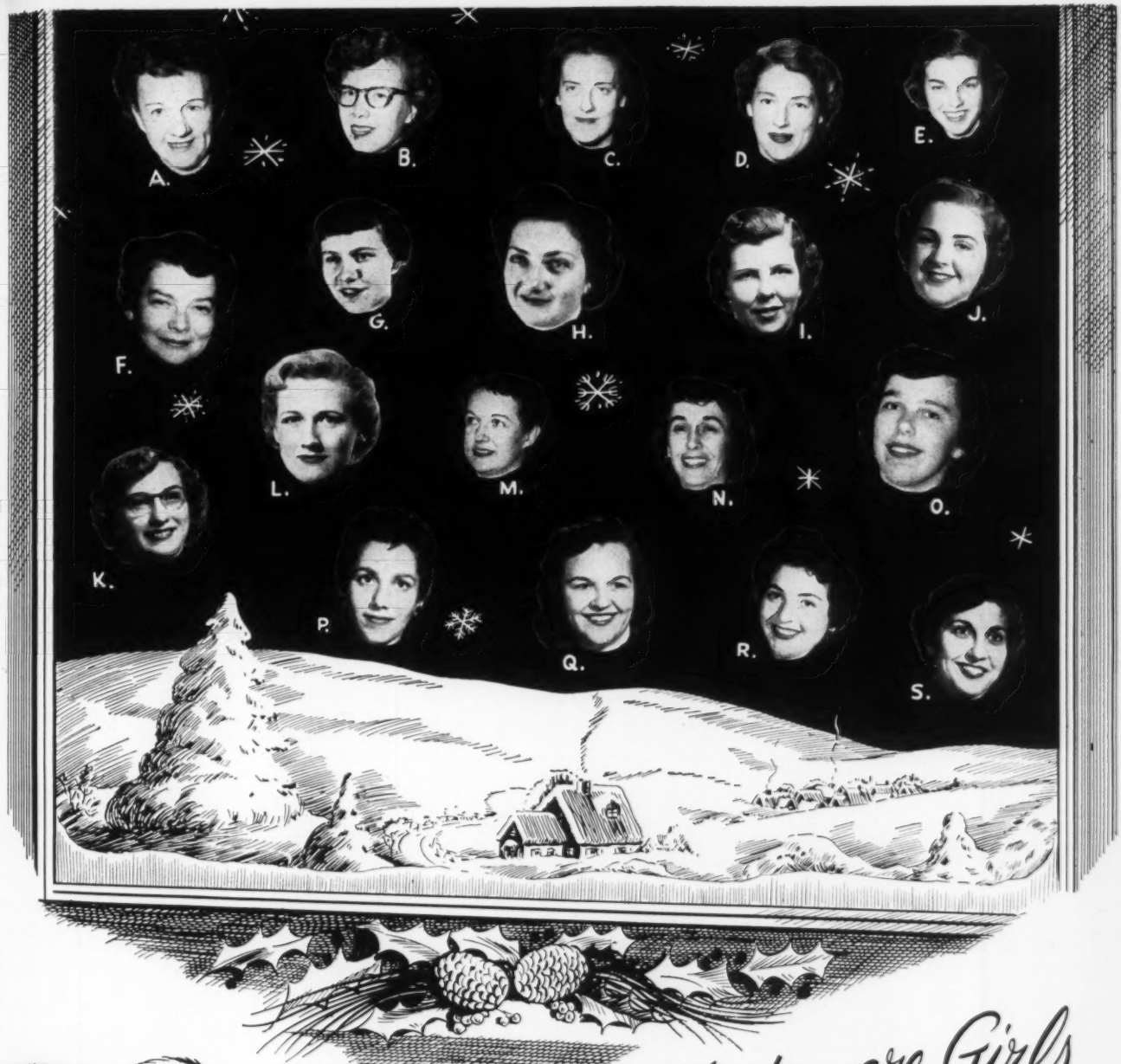
ZENITH APPEAL TO BE RE-ARGUED

ZENITH appeal from an FCC order dismissing its 1948 application for Chicago's ch. 2 will be re-argued today in the U. S. Court of Appeals because Judge Charles Fahey disqualified himself, it was announced last week.

Reason for Judge Fahey's withdrawal was because of previous association with one of counsel in the case, it was understood. Counsel included J. Roger Wollenberg, FCC; Edward K. Wheeler, Zenith, and Judge Samuel Rosenman, CBS.

In its argument three weeks ago, Zenith claimed it had not waived any of its rights even though it had not participated in the allocation proceeding or the renewal proceeding on WBKB (TV) Chicago [B•T, Dec. 7]. It was on these grounds that the FCC dismissed the Zenith application.

WBKB, originally owned by Balaban &



All I Want ... are Girls (AND PLENTY OF NEW CONTRACTS TOO) for Christmas! Vic

WAZL
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B. Nancy Meikrantz
C. Cathy Briese
D. Betty Mulligan
E. Nancy North
F. Dotty Beard

WHOL
G. Lois Heffner
H. Ruth Miller

WHLM
I. Claire Peifer
J. Patsy O'Brien
K. Nancy Miller
L. Frances Saunders

WIDE
M. Kathleen Rowan
N. Chris Drinas
O. Lucille Doucette

WVDA
P. Susan Manello
Q. Claire Weber
R. Gay Swankin
S. Marion Kfoury

WAZL ☆ Hazleton, Pa. NBC-MBS
WHOL ☆ Allentown, Pa. CBS
WHLM ☆ Bloomsburg, Pa.
WIDE ☆ Biddeford-Saco, Me. MBS-Yankee
WVDA ☆ Boston, Mass. ABC

Katz, a subsidiary of United Paramount Theateres Inc., operated on ch. 4 in Chicago. Under the FCC's new table of allocations, ch. 4 was deleted from Chicago and WBKB was ordered to move to ch. 2. As part of the merger of ABC and UPT, WBKB was sold to CBS for $6 million. Station now is WBBM-TV and operates on ch. 2 under temporary FCC authorization pending the outcome of the Zenith appeal. One of the points made by Zenith in its earlier argument was that if the court overturns the FCC's dismissal, it also specify that the hearing on Zenith's application be with Balaban & Katz, not CBS.

'Monopoly Influence' Hit in Hartford Case

Hartford Telecasting motion to enlarge scope of the ch. 3 hearing is under examiner's consideration after opposition by Travelers' WTIC.

MOTION to enlarge scope of the Hartford vhf ch. 3 hearing to include charges of "monopolistic influence" against Travelers Insurance Co. (WTIC) by ch. 3 competitor Hartford Telecasting Co. has been taken under advisement by Examiner Fanney N. Litvin following oral argument Thursday.

Both applicants have submitted the bulk of their written testimony and oral cross examination of witnesss is slated to begin Jan. 18.

Hartford Telecasting contends that Travelers "is the dominating economic power in the Hartford area" because of its ownership of stock "in other insurance companies, banks, public utilities, railroads and industrial companies, through its investments and deposits of money and through interlocking directorates." This power is enhanced by ownership of WTIC, petitioner asserts, charging it would be contrary to public interest to add the area's only vhf tv station to its holdings.

Percy Russell, counsel for WTIC, contended that the Hartford Telecasting motion is out of order since the examiner already has defined the scope of the hearing. FCC Broadcast Bureau counsel, Arthur S. Feld, said that while the motion might be a violation of procedural rules, "substance is more important than form" and part of the allegations may be relevant.

WTIC has made a merger agreement with WDRC there which provides that in the event WTIC wins the ch. 3 contest, it will afford opportunity for "substantial minority interest" to WDRC principals [B•T, Sept. 28]. WDRC would be sold in the event of merger.

Hartford Telecasting is headed by contractor Clifford S. Strike and broadcaster Capt. Harry C. Butcher, owner of KIST Santa Barbara, Calif., and part owner of vhf ch. 3 KEYT (TV) Santa Barbara. Capt. Butcher, Hartford Telecasting president, would move to Hartford in the event of a grant, he told FCC.

Traveler's testimony included plans for extensive public service programming by its proposed ch. 3 station plus review by civic leaders of the 29 years of radio service by WTIC. The tv station would not duplicate network programs of WNHC-TV New Haven, now airing all four tv networks, FCC was informed. Paul W. Morency, WTIC vice president-general manager, submitted letters from NBC and CBS indicating they are willing to discuss affiliation if WTIC's ch. 3 bid is successful.

Educational tv shows are planned in cooperation with the U. of Connecticut, according to testimony for Travelers by university president, Dr. Albert N. Jorgensen. He outlined history of cooperation with WTIC since 1926.

FCC APPROVES NEW GROUP OF TVs

Awarded are ch. 5 at Enid, Okla., ch. 10 at Ada, Okla., ch.3 at Kirksville, Mo., and uhf ch. 38 to La Crosse, Wis.

FIRST local vhf television stations were approved by FCC last week for ch. 5 at Enid, Okla.; ch. 3 at Kirksville, Mo. (KBIZ Ottumwa, Iowa), and ch. 10 at Ada, Okla. Uhf ch. 38 went to La Crosse, Wis., where vhf ch. 8 is under construction by WKBH there.

Ch. 5 at Enid was awarded to Streets Electronics Inc. after withdrawal of a competitive application by Enid Radiophone Co., licensee of KCRC Enid, which acquires a two-year option for 20% interest in the tv grantee. The authorization is conditioned upon Enid Radiophone giving up KCRC when the option is exercised since George E. Failing, 10% owner of Streets Electronics, is principal in KGWA Enid.

Enid Radiophone's option in the new tv firm may be transferred to Milton B. Garber and/or John W. Taylor, chief owners of KCRC, the agreement provides. However, should the option not be taken up the ch. 5 grantee will reimburse KCRC in the amount of $5,000 for its application expenses.

KBIZ Ottumwa was uncontested for the ch. 3 assignment at Kirksville, having amended its earlier Ottumwa application for uhf ch. 15 which was in contest with Ottumwa Telecasting Corp. and Valley Television and Radio Inc.

Eastern Oklahoma Television Co. was sole bidder for ch. 10 at Ada. The permittee is headed by C. C. Morris, majority stockholder in KADA there, and includes other KADA principals.

La Crosse Condition

Ch. 38 at La Crosse went to La Crosse Television Co. on condition that the grantee's secretary-treasurer and 28% owner, New York attorney George Becker, must withdraw from that firm or any one of several others so as to limit his total tv station interests to five, required by the multiple ownership rule [B•T, Nov. 30]. Mr. Becker similarly had been required to withdraw from KMER (TV) Merced, Calif., when that uhf ch. 34 station was authorized [B•T, Sept. 21].

The uhf ch. 38 grant to La Crosse Television was made possible by the withdrawal of a competitive application by Belle Co., whose principals operate WMIL Milwaukee, former permittee of uhf ch. 31 WMIL-TV there and new applicant for vhf ch. 6 at Whitefish Bay, Wis., in contest with Hearst's WISN Milwaukee [B•T, Dec. 7].

La Crosse Television is headed by William Zeckendorf, chief owner of Webb & Knapp, New York real estate and construction firm, and who also is principal stockholder in uhf ch. 20 KEYC (TV) Cedar Rapids. Mr. Becker is secretary-treasurer and part owner of KEYC.

In other tv actions last week, FCC designated for hearing in Washington on Jan. 15 the contestants for vhf ch. 12 at Richmond, Va. These are Richmond Newspapers Inc., licensee of WRNL there, and Richmond Television Corp. Latter now is owned 60% by Larus & Bro., licensee of WRVA, former third applicant for ch. 12 [B•T, Nov. 30].

FCC turned down a request by WSAL Logansport, Ind., to set aside the vhf ch. 10 grant made in October to WTHI Terre-Haute, Ind. The WTHI permit is conditioned upon outcome of the court appeal by WSAL which protests the Commission's failure to allocate ch. 10 at Logansport where WSAL had an application pending [B•T, Oct. 12]. The WSAL petition sought a consolidated hearing of the two bids.

Details of the new tv grants:

Enid, Okla.—Streets Electronics Inc. granted vhf ch. 5 with effective radiated power of 100 kw visual and 50 kw aural; antenna height above average terrain 800 ft. Address: c/o George Streets, P. O. Box 807.

La Crosse, Wis.—Television Co. granted uhf ch. 38. ERP 18.2 kw visual and 9.12 kw aural; antenna height above average terrain 350 ft. Address: c/o George Becker, 270 Park Ave. New York.

Kirksville, Mo.—KBIZ Inc. (KBIZ Ottumwa, Iowa) granted vhf ch. 3; ERP 100 kw visual and 50 kw aural; antenna height above average terrain 1,080 ft. Address: c/o James J. Conroy, 2513 N. Court St., Ottumwa.

Ada, Okla.—Eastern Oklahoma Television Co. granted vhf ch. 10; ERP 251 kw visual and 141 kw aural; antenna height above average terrain 760 ft. Address: c/o Bill Hoover, P. O. Box 642

KERR-McGEE SALE OF KRMG PROTESTED

KFMJ Tulsa, Okla., last week petitioned the FCC to designate for hearing the application for the sale of KRMG there from Kerr-McGee interests to the Altus (Okla.) *Times-Democrat* on grounds that it would be in violation of the Commission's multiple-ownership rule and would result in "disadvantageous competitive position."

The Altus newspaper owns 50% of KWHW Altus, and in turn is owned by the Wimberly family, who also own the remaining stock in the radio station. KRMG-KWHW overlap is charged.

KRMG is being relinquished by Sen. Robert E. Kerr (D-Okla.) and D. A. McGee because of their association with KVOO Tulsa in Central Plains Enterprises Inc., applicant for vhf ch. 2 in Tulsa. KVOO is owned by W. G. Skelly. Messrs. Kerr and McGee own 50% and Mr. Skelly the other 50% of Central Plains.

KFMJ argues that "under the extraordinarily lenient terms of the proposed sale," whereby the buyer is to pay $31,000 in cash and to give a note for $274,000 payable over a period of six years, "it is self-evident that the assignee will be more than financially obligated to the principals of the assignor, and that the latter will continue, directly or indirectly, to exercise such influence upon the operation of KRMG as to provide competition of an unfair nature." KFMJ contends that "thus there would be a real community of interest in the operation of two standard broadcast stations in Tulsa, KRMG and KVOO."

On the Commission's multiple-ownership rule, KFMJ asserts "it is obvious that the ownership and operation of KRMG by the same parties who own and operate KWHW, would be in violation thereof because the former station encompasses practically the entire service area of the latter within its 0.5 mv/m contour."

WAGC $100,000 Plan

WAGC Chattanooga plans to invest $100,000 in proposed new facilities of 10 kw fulltime directional on 1560 kc which are requested in an application filed with FCC, the station reported last week. An MBS outlet, WAGC now is on 1450 kc with 250 w. New transmitter site south of East Ridge, Tenn., is proposed. New transmitter and auxiliary equipment will be from Collins Radio Co., WAGC said.

YOU MIGHT JUMP 456 FEET—*

BUT . . . YOU NEED WKZO-TV TO SET RECORDS IN WESTERN MICHIGAN!

WKZO-TV AREA PULSE
(27 COUNTIES)
SHARE OF AUDIENCE—MON.-FRI.—APRIL, 1953

	8 a.m.-12 noon	12 noon-6 p.m.	6 p.m.-12 midnight
WKZO-TV	62% (a)	52%	52% (a)
STATION "B"	26%	25%	25% (a)
OTHERS	12%	23%	23%

(a) Does not telecast for complete period and the share of audience is unadjusted for this situation.

WKZO-TV delivers more than twice as many viewers as the second Western Michigan station, *morning, afternoon and night!*

That's a *lot* of viewers. The WKZO-TV market includes more than 300,000 TV homes in 27 Western Michigan and Northern Indiana counties—a far larger *television* market than many of the *majors!*

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It is a tremendous television buy—*the Western Michigan leader by any yardstick you care to use!*

(80,000 WATTS VIDEO—40,000 AUDIO)

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

**Tauno Luiro of Finland made this unofficial world's record at Oberstdorf, Germany, in 1951.*

In a series of advertisements inaugurated last June, John Blair & Company stated that evening radio time is even better than early morning which is, of course, a recognized bargain. Recent events indicate that the industry in general now concurs in this opinion.

The chart on the opposite page summarizes the findings of our research department and is based on regular syndicated audience measurement reports. It compares 6-9 P.M. with 6-9 A.M. Monday through Friday on the bases of sets in use, average ratings and listeners per set... shows that the arresting facts on evening radio hold true in markets across the nation—markets with complete television penetration.

XUM

XUM

XUM

Percent Increase
6-9 P.M. over 6-9 A.M.
Monday through Friday

	Rating	Sets in Use	Listeners per Set
Omaha Area (Jan.–Feb.)			
WOW Area 6–9 AM	8.4%	27.4%	—
6–9 PM	11.3	33.6	—
Increase*	135	123	—
Pittsburgh (Aug.–Sept.)			
WWSW 6–9 AM	3.4	14.2	158
6–9 PM	4.3	20.9	183
Increase	126	147	116
Tulsa (April)			
KRMG 6–9 AM	3.1	15.8	—
6–9 PM	3.6	22.3	—
Increase	116	141	—
Dallas (June–July)			
WRR 6–9 AM	3.1	18.6	169
6–9 PM	4.9	22.1	191
Increase	158	119	113
Houston (July–Aug.)			
KTRH 8–9 AM	3.1	23.6	146
8–9 PM	5.5	25.1	192
Increase	177	106	132
Fort Worth (April–May)			
KFJZ 6–9 AM	3.7	15.2	165
6–9 PM	3.9	21.5	191
Increase	105	141	116
Boston (Sept.–Oct.)			
WHDH 6–9 AM	2.7	17.1	168
6–9 PM	3.1	21.0	176
Increase	115	123	105

*6-9 AM represents 100%

Representative advertisers using night time radio on JOHN BLAIR & COMPANY represented stations.

Wildroot
Halo
Parker Games
My-T-Fine
Vick's Vapo Rub
ALL Detergent
Bromo Quinine
Zerone
Tide
Dentyne
Dreft
Palmolive Shave Cream
Ford
Drene
Life
Gleem
L & M Cigarettes
Lincoln Mercury
Garrett Wine
Park & Tilford Cosmetics
McCormick Hy Gro
Schaefer Beer
Tender Leaf Tea
G. E. Lamps
Phillips Petroleum
Eastern Airlines
Kools
Camels

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

XUM

FCC Approves 11 Radio-Tv Transfers

ELEVEN radio-tv properties traded hands last week as the FCC approved several sales, including KLBS Houston, Tex., and the transfer of control of WGCT (TV) Greenville, S. C.

The license of KLBS was assigned from Trinity Broadcasting Corp. (KLIF Dallas) to Howard Broadcasting Co. for $100,000. The physical facilities of KLBS were purchased by Howard Broadcasting from Mrs. Hollie Lee, Mary Alice Rosenberg and Lester E. Rosenberg for $200,000.

KLBS and KLIF, both Gordon B. McLendon interests, are subjects of a complaint pending before the Commission by the Brooklyn Dodgers and New York Yankees involving alleged game re-creations [B•T, Aug. 17].

Howard Broadcasting principals are President Howard W. Davis, owner of KMAC-KISS-FM San Antonio; Vice President Howard L. Burriss, U. S. Air Force colonel and owner of KTAN Sherman, Tex., and Treasurer Barbara Jester Burriss. Mr. and Mrs. Burriss also are part owners of KWTX Waco, Tex.

Control of WGCT (TV), in accordance with a merger proposal, was transferred from Alester G. Furman Jr. and associates (principals in Carolina Television Inc., grantee) to Textile Broadcasting Co. and Blue Ridge Radio Corp., former licensees of WMRC-AM-FM and WFBC-AM-FM Greenville, respectively.

Carolina Tv received its permit for the ch. 4 facility upon withdrawal of the competitive bids of WMRC and WFBC [B•T, Aug. 3].

Purpose of the transfer of control of WGCT (TV) is to effectuate the merger agreement. It involves increasing stock from 20,000 to 100,000 shares of which 39% will be issued to Textile Broadcasting Co. and 39% to Blue Ridge Radio Corp. Mr. Furman and associates retain 22%. Total capital is enlarged to $1 million [B•T, Aug. 3].

Purchase price for the 78% interest in WGCT (TV) is $600,000. · Both WFBC and WMRC, were evaluated at $200,000.

As part of the transfer, the Commission simultaneously approved the assignment of WFBC to Carolina Television.

Sale of the WMRC facilities, necessitated by the FCC condition to the ch. 4 grant to WGCT (TV), received FCC approval last week [B•T, Dec. 14].

Blue Ridge Radio Corp. is a subsidiary of the Greenville News-Piedmont Co., recent purchasers of Asheville Citizen-Times Co. and WWNC Asheville for $2.3 million [B•T, Nov. 16].

The News-Piedmont interests are headed by former U. S. Senator Roger C. Peace.

Other station sales approved by FCC are:

WRAC Racine, Wis.—Transfer of control from WRAC Inc. to James S. Allan and five others through sale of all stock for $12,500.

WAGS Bishopville, S. C.—Assignment of CP from Lee County Broadcasting Co. to new partnership of same name for $5,800.

WMOC Covington, Ga.—Assignment of license and CP from WMOC Inc. to Georgia Broadcasting Service Inc. Physical assets are purchased for $22,000 plus rental at $600 per year.

KCCC-TV Sacramento, Calif.—Relinquishment of negative control of Capital City Television Corp. by Frank E. Hurd and Ashley L. Robison to Harry W. McCart through sale of 25% interest for $15,000.

WLEU Erie, Pa.—Acquisition of control of Commodore Perry Broadcasting Service Inc. by Owen K. Murphy through purchase of 26.1% additional stock for $22,275.

WDIA Memphis, Tenn.—Assignment of license from partnership d/b as Bluff City Broadcasting Co. to corporation of the same name.

WLDY Ladysmith, Wis.—Transfer of control of Flambeau Broadcasting Co. to M & N Broadcasting Co. (WIGM Medford, WPFP Park Falls, Wis.) through sale of all stock for $50,000.

KLUK Evanston, Wyo.—Assignment of license of Advertising Enterprises Ltd. to Edwin L. Bullis through purchase of 50% partnership interest from Melvin E. Whitmire for $3,000.

NINE MORE TV STATIONS TAKE TO AIR

Pace quickened once again as four outlets began operating last week with four more slated for yesterday (Sunday) and an additional station today.

ACTIVITY was up again last week in new tv station debuts. Four outlets started regular programming and four more were slated to begin yesterday (Sunday). Another, KOMU-TV Columbia, Mo., begins serving its market in mid-Missouri today (Monday) on vhf ch. 8.

KOMU-TV is the U. of Missouri station that will "go on the air with firm orders for more than 25 network shows," according to George Kapel, station manager. Station is affiliated with all national networks and represented by H-R Tv Inc.

Pine Bluff, Bismarck, and Anderson, get their first local station, while Portland, gets its second as the following stations went on the air last week:

KATV (TV) Pine Bluff, Ark., vhf ch. 7, represented by Avery-Knodel Inc.
WCSH-TV Portland, Me., vhf ch. 6 (NBC), represented by Weed Tv Inc.
KFYR-TV Bismarck, N. D., vhf ch. 5 (NBC, CBS, DuMont), represented by Blair Tv Inc.
WAIM-TV Anderson, S. C., uhf ch. 40 (CBS), represented by Burn-Smith Co.

Idaho Falls, Princeton and Greenville will get their initial home tv outlet while Oklahoma City gets its fourth as the following stations were scheduled to start operations yesterday (Sunday):

KID-TV Idaho Falls, Idaho, vhf ch. 3 (CBS, NBC), represented by Gill-Perna Inc.
WRAY-TV Princeton, Ind., uhf ch. 52, represented by Walker Representation Co.
WNCT (TV) Greenville, N. C., vhf ch. 9 (CBS, DuMont), represented by John E. Pearson Tv Inc.
KWTV (TV) Oklahoma City, Okla., vhf ch. 9 (CBS), represented by Avery-Knodel Inc.

KFYR-TV will broadcast 6-hours daily, and expects to reach full power by next spring at which time it will move its transmitter tower from present site, atop the Capitol Bldg. in Bismarck, to Menoken, F. E. Fitzsimonds, executive vice president, said.

Bringing service to at least nine counties, KWTV is starting with a temporary 340-ft. tower, carrying CBS-TV programs to Oklahoma City, Edgar T. Bell, general manager, reported. He said construction of the new tower and expanded studio space will start after the first of the year.

TOWER of KWTV (TV) Oklahoma City, which was completed Dec. 5, had its basic supporting structure anchored just two days earlier. The station was scheduled to start regular programming, as a CBS-TV affiliate, yesterday (Sunday) on ch. 9.

KOMO-TV Seattle, which started commercial operation Dec. 11 on ch. 4, featured guest appearances by Washington Gov. Arthur B. Langlie, local Mayor Allan Pomeroy, NBC officials and George P. Hollingbery representatives on its dedicatory program. The NBC-TV affiliate began telecasting at its full 100 kw power, giving the Seattle area its second home outlet, W. W. Warren, vice president-general manager, reported.

WLBT (TV) Jackson, Miss. (ch. 3), formerly WJDT, will be on the air as an NBC-TV affiliate Dec. 28, Wiley Harris, president, Lamar Life Broadcasting Co., owner, announced last week.

Transmitter building and tower construction have begun for WNEM-TV Bay City, Mich., which plans to start commercial programming Jan. 24. Harley M. West Jr., commercial manager, reported the vhf ch. 5 outlet held a meeting with tv set distributors last week to discuss inventories and promotion.

WRTV (TV) Asbury Park, N. J. (ch. 58), was on test pattern officially Dec. 13, announcing its commerical target date of Jan. 9. The station, owned by the Walter Reade Theatres, will be independent, stressing community news, entertainment and service, it was announced.

WSTV-TV Steubenville, Ohio (ch. 9), also started test patterns last week (Dec. 11) and the station said it received hundreds of calls praising the signal. Regular programming is set for Christmas Eve.

Excellent Reception Reported

WWTV (TV) Cadilllac, Mich. (ch. 13), put its first test signal on the air last week for a brief try and excellent reception was reported in its grade A and B coverage areas, a station spokesman said. Regular test pattern transmission is expected this week, and commerical programming shortly after the first of the year.

Target date of Aug. 1 has been set by KLIF-TV Dallas, Tex. (ch. 29), for regular operation, Gordon McLendon, general manager, announced.

Newly granted station in Lexington, Ky., WLAP-TV (ch. 27) has started construction, Gilmore N. Nunn, president, reported. Equipment has been ordered from General Electric and General Precision Laboratories. Programming is scheduled for April 1.

KBIZ-TV Kirksville, Mo. (ch. 3), new grantee there, has scheduled commerical operation for June 15, using RCA equipment, James Conroy, president-general manager, said.

Another new grantee at Ada, Okla., Eastern Oklahoma Tv Co. on ch. 10, reported it will be ready to receive interconnected network programs by June 1. It will use RCA equipment.

Stations due on the air in the next 30 days are:

ARKANSAS

KATV (TV) Pine Bluff, vhf ch. 7, represented by Avery-Knodel Inc., Dec. 16 (granted STA Dec. 9).

CALIFORNIA

KQED (TV) Berkeley-San Francisco, vhf ch. *9, January '54.
KBID (TV) Fresno, uhf ch. 53, represented by Meeker Tv Inc., January '54.
KSAN-TV San Francisco, uhf ch. 32, represented by Joseph H. McGillvra Inc., January '54.
KTVU (TV) Stockton, uhf ch. 36, represented by George P. Hollingbery Co., December '53 (granted STA Dec. 1).

COLORADO

KOA-TV Denver, vhf ch. 4 (NBC), represented by Edward Petry & Co., Dec. 24.

CONNECTICUT

WNLC-TV New London, uhf ch. 26, December '53.

FLORIDA

WJHP-TV Jacksonville, uhf ch. 36, represented

FCC REPORT AND ORDER APPROVING COMPATIBLE COLOR TELEVISION

[see story, page 27]

98701

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

In the Matter of
Amendment of the Commission's Rules Governing Color Television Transmissions
Docket No. 10637

REPORT AND ORDER

By the Commission: Commissioners Webster, Sterling and Lee concurring with separate statements; Commissioner Hennock present but not voting.

I
PRELIMINARY STATEMENT

1. On August 7, 1953, the Commission issued a Notice (FCC 53-1015) instituting rule-making proceedings looking toward the adoption of new signal specifications for color television transmissions to replace the present rules and standards. Petitions requesting such action had been filed by the Radio Corporation of America (RCA) and the National Broadcasting Company, Inc. (NBC), jointly; the National Television System Committee (NTSC)[1]; the Philco Corporation; Sylvania Electric Products, Inc.; the General Electric Company; and Motorola, Inc. All of the above petitioners urged the adoption of color television signal specifications advanced by the NTSC.

2. In accordance with the Commission's Notice formal comments supporting the adoption of the proposed new signal specifications for color television transmissions were filed by Columbia Broadcasting System, Inc. (CBS); Hazeltine Corporation; Admiral Corporation; Westinghouse Radio Stations, Inc.; and Harry R. Lubcke. In addition, the Commission accepted as comments in the proceeding the petitions referred to above; and NTSC filed additional material in support of the adoption of new rules.

3. Oppositions to the adoption of the signal specifications as proposed were filed by Paramount Television Productions, Inc.; Chromatic Television Laboratories, Inc.; American Television, Inc.; and Marshall Soghoian and S. L. Cooke, Jr.[2], Richmond, Virginia.

4. We believe that a brief review of prior Commission proceedings and activity relating to color television will be helpful.

5. The Commission has concerned itself with the development of a commercially practicable color television system in formal proceedings since 1940[3]. In addition, the Commission and the industry have conducted studies, investigations, and experimentation in the field of color television. Finally, on October 10, 1950, the Commission adopted Rules and Engineering Standards for color television based upon the "field sequential" system of color television, one of the systems proposed in the hearing in Docket 8736. The Commission found that of the systems then before it only this system produced an acceptable color picture and that neither of the other two systems in that hearing satisfied the Commission's minimum requirements.

6. The field sequential system which the Commission standardized was, however, an incompatible system in the sense that existing receivers could not receive color transmissions in monochrome without adaptation. The Commission recognized the practical difficulties involved in commercializing an incompatible color system and indicated that had a satisfactory compatible system been ready at that time it would certainly have been desirable to adopt it.

7. A number of circumstances not necessary to detail here combined to prevent the commercial development of color television on the field sequential standards. The limited amount of commercial color broadcasting on these standards was short-lived, and color television broadcast equipment for the field sequential system has never been produced in quantity and is not now being produced, nor are color transmissions in accordance with the field sequential standards being broadcast or contemplated.

8. When the Commission adopted rules for color television in 1950, it recognized the need for further research and experimentation in this field. In a Public Notice (FCC 51-592) of June 11, 1951, the Commission pointed out that "In a field as relatively new as radio in general and television, in particular, there is always room for genuine programs of experimentation." In that Notice, the Commission stated, however, that in the interests of orderly procedure and stability, the following steps would be required of the proponents of new color systems:

> (a) An appropriate petition must be filed requesting rule making proceedings with respect to color television standards.
>
> (b) Representative receiver apparatus must be delivered to the Commission's laboratory at Laurel, Maryland.
>
> (c) A signal must be put on the air in Washington, D. C. for the purpose of demonstrating the system.[4]
>
> (d) The above tests must show to the Commission's satisfaction that the proposed system has a reasonable prospect of satisfying all of the criteria for a color television system set forth in the reports. These criteria are as follows:
>
> (1) It must be capable of operating within a 6-megacycle channel allocation structure.
>
> (2) It must be capable of producing a color picture which has a high quality of color fidelity, has adequate apparent definition, has good picture texture, and is not marred by such defects as misregistration, line crawl, jitter or unduly prominent dot or other structure.
>
> (3) The color picture must be sufficiently bright so as to permit an adequate contrast range and so as to be capable of being viewed under normal home conditions without objectionable flicker.
>
> (4) It must be capable of operating through receiver apparatus that is simple to operate in the home, does not have critical registration or color controls, and is cheap enough in price to be available to the great mass of the American purchasing public.
>
> (5) It must be capable of operating through apparatus at the station that is technically within the competence of the type of trained personnel hired by a station owner who does not have an extensive research or engineering staff at his disposal, and the costs of purchase, operation, and maintenance of such equipment must not be so high as unduly to restrict the class of persons who can afford to operate a television station.
>
> (6) It must not be unduly susceptible to interference as compared with the present monochrome system.
>
> (7) It must be capable of transmitting color programs over inter-city relay facilities presently in existence or which may be developed in the foreseeable future.

9. In the early part of 1950 the NTSC, among other undertakings, commenced studies looking toward the development of a commercially practicable system of color television. The signal specifications now proposed for adoption are the product of a program of study and experimentation lasting for a period of more than two years. The NTSC during this period considered and evaluated several sets of signal specifications which employed various alternative techniques and values. On January 13, 1953, the NTSC adopted the specifications now proposed in this proceeding for field testing purposes. Numerous tests and demonstrations have been conducted to determine whether the signal specifications under consideration satisfy the Commission's criteria for a color television system.[5] Subsequent to the adoption of the proposed signal specifications for field testing, shake-down tests were first held to determine whether the specifications merited formal testing. Thereafter, formal tests were held and the data obtained in such tests have been submitted to the Commission in this proceeding.

10. The Commission was kept advised of the progress of the NTSC in this field by means of various reports submitted to the Commission and by attendance at tests and demonstrations. Following a conference with the parties to this proceeding the Commission ordered a demonstration of the color television signal specifications proposed in this proceeding to be held in New York City under the auspices of the NTSC. Programs were transmitted over Stations WNBT (National Broadcasting Company, Inc.), WCBS-TV (Columbia Broadcasting System, Inc.) and KE2XDR (Allan B. DuMont Laboratories, Inc.). The program material consisted of representative indoor and outdoor scenes and color slides and covered a wide range of hue and chroma including strongly contrasting color patterns.

11. Proponents of the new signal specifications for color television, which are urged in place of the present rules governing color transmission, contend that the new signal specifications meet or are capable of meeting all of the Commission's criteria for a satisfactory color system, and that these specifications, in addition, are compatible with the Commission's present rules and standards for monochrome transmission. Thus, RCA-NBC states that all of the criteria are met by the proposed color specifications. Substantially the same position is advanced by Sylvania, Motorola, Admiral, Westinghouse Radio Stations, and by Harry R. Lubcke. NTSC states that the new color specifications meet Commission's criteria (1), (2), (3), (6) and (7); that transmitters and receivers of a number of manufacturers have been successfully demonstrated; but no comment is directed to the possibilities of producing low-cost receiving and transmitting equipment (criteria (4) and (5)). Philco alleges that the new signal specifications meet the Commission's technical criteria but that inexpensive receivers are not now available and the Commission should waive criterion (4). Philco concludes that adoption of these signal specifications will give a strong impetus to the scientists and engineers "to develop a satisfactory color receiving tube, capable of

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[1] The NTSC is an association of engineers and scientists interested in the development of television and its members include representatives of many of the companies engaged in the manufacture of television equipment.

[2] Marshall Soghoian and S. L. Cooke, Jr., and Otto Luther, New Preston, Connecticut, proposed alternative color television systems. In a Memorandum Opinion and Order (FCC 53-1325), adopted October 7, 1953, the Commission dismissed these comments insofar as they proposed new color systems on the grounds that the proposed color systems did not meet the specified requirements for receiving consideration by the Commission in these proceedings. (The requirements referred to are set forth below in par. 8.)

[3] 1940 (Docket No. 5806); 1944-45, (Docket No. 6651); 1946-47 (Docket No. 7896); 1949-50, (Docket No. 8736 *et al.*)

[4] Waiver of this requirement was requested. In the Notice of Proposed Rule Making (FCC 53-1015) issued in these proceedings the Commission determined that it was not necessary that a signal be put on the air in Washington prior to the institution of rule making. The Commission stated, however, that it would determine at a later date whether during the course of the proceeding a signal on the air in Washington will be required. It is now our view in light of all the circumstances, and particularly the demonstration held in these proceedings and the broadcast of several color programs in Washington and elsewhere that no useful purpose would be served by requiring petitioners to put a signal on the air in Washington for evaluation in these proceedings.

[5] In order to conduct the field testing of the NTSC signal specifications for color television, Panel 16 was established. The responsibility for insuring "by actual observations during field tests that the proposed standards would result in a signal which will satisfactorily operate color receivers and provide the public with service which, in color, is comparable in performance to that established by the monochrome standards" was delegated to this Panel. At the conclusion of its field test program Panel 16 was composed of 109 engineers. The group averaged from 15 to 20 years' experience and included among its members 18 Fellows and 30 Senior Members of the IRE. The Panel was in existence for more than 2 years and a total of 126 engineers were in some way officially connected with it; and many other persons actively participated in its work as receiver operators, unofficial observers, or in some other capacity. In addition, RCA-NBC held several tests to obtain (1) an engineering evaluation of the proposed specifications by trained technical personnel; and (2) reaction of public opinion with respect to the color picture (conducted by Opinion Research Corporation).

economical mass production, and hence color receivers that will be within the price range of the great mass of the American people." CBS maintains that the new signal specifications do not meet criteria (4) and (5), but that basic changes in circumstances warrant "less rigid application" of the criteria now than in 1950 and 1951, and that adoption of the new specifications will provide a tremendous challenge to the industry to meet the criteria sometime in the future. The views advanced by General Electric were generally similar to those of CBS.

12. Oppositions to the new color specifications have been advanced by Paramount Television Productions, Inc.; Chromatic Television Laboratories Inc.; American Television Inc., and Marshall Soghoian and S. L. Cooke, Jr. These oppositions, in common, contend that little basis now exists for a reasonable assurance that receivers under the proposed color specifications will be "cheap enough in price to be available to the great mass of the American purchasing public" and that the Commission should not adopt the proposed color specifications until such assurance is possible.

II

EVALUATION OF PROPOSED SIGNAL SPECIFICATIONS

13. The Commission has before it for consideration proposed new signal specifications for color television to replace its present rules and standards governing color television. The standardization of signal specifications for the utilization of radio frequencies is always a grave undertaking with important consequences to the public and the electronics industry. Such standardization for color television is particularly important in view of the emergence of the television service as a powerful medium of mass communications. The ultimate question presented is whether the proposed signal specifications provide a reasonable basis for the development of a color television system in the public interest. In order to aid in the resolution of that question we have in our earlier considerations of the problem formulated certain criteria to serve as guide lines in the evaluation of proposed signal specifications.[6] In the discussion that follows the proposed signal specifications are evaluated in the light of the Commission's criteria based upon the evidence in the record and the observations of the Commission at the demonstrations and at the Commission's laboratory.[7]

14. *Operation Within a 6-Megacycle Channel Structure.* The Commission's first criterion for evaluating signal specifications for the transmission of color television is that it must be capable of operating within a 6 megacycle channel allocation structure.[8] The signal specifications now under consideration meet this objective. Within the same bandwidth that had been allocated to monochrome alone, the proposed system has succeeded in adding color information, while maintaining compatibility with present monochrome standards. This has been achieved by "interlacing" the color information with the luminance signal when portrayed on a picture tube in either color or monochrome[9]; and by taking advantage of the relative insensitivity of the eye to changes in hue and saturation in small areas.

15. To "interlace" the color information, a color subcarrier within the 6 megacycle channel is used. The location of this subcarrier is critical in that it must be selected so as to minimize color information visible on monochrome receivers in order to maintain to the greatest extent possible the quality of the monochrome picture. In addition, the location of the subcarrier must be well removed from the picture carrier and sufficiently removed from the sound carrier to avoid interference. The objectives with respect to the location of the subcarrier, although not fully attained, have been met to a satisfactory degree.

16. The second technique relied upon in the NTSC system relates to the demonstrated fact that the eye is much less sensitive to changes in hue and saturation in small areas than it is to changes in brightness. The corrolary is that as the size of the viewed object is reduced, the eye becomes progressively color blind so that ability to distinguish hue deteriorates. It follows that the color components of a picture can be transmitted over a narrow band of frequencies since resolution of fine detail is a function of bandwidth. In the NTSC system faithful colors are transmitted over a 0.6 Mc bandwidth while the monochrome or luminance signal is transmitted over a 4.2 Mc bandwidth. In between is a twilight zone where adulterated colors are transmitted. Thus, faithful colors appear in the coarse areas of the picture, adulterated colors in the medium fine detail and only monochrome in the finest detail of the picture. The saving of frequencies resulting from the use of this technique is obtained at a cost in terms of the adverse impact on picture quality, but as indicated below, the overall result meets minimum standards of acceptability.

17. *Quality of the Color Television Picture.* The Commission's second and third criteria relate to the quality of the color television picture in terms of specific characteristics. In the light of the data of record concerning the tests and demonstrations conducted by proponents, and the observations of the Commission at the demonstration in these proceedings and at the Commission's laboratory we are of the view that the color television pictures transmitted are satisfactory and that the signal specifications merit standardization on this score. We have reached this conclusion despite some apparent deficiencies of the color pictures as viewed on presently available receivers. None of the deficiencies present is sufficiently grave, however, to interfere seriously with the overall enjoyment which may be derived from viewing the color pictures. Although the color reproduction is not completely faithful, it is sufficiently accurate to be a pleasing reproduction. The loss in resolution, as compared to monochrome, is offset by the greater realism resulting from the addition of color information. The brightness level on present color equipment, while lower than on monochrome receivers, is nevertheless within the range of acceptability for home viewing.

18. *Receiver Apparatus.* The Commission's fourth criterion relates to receiver apparatus and is a twofold objective. First, the receiver apparatus must be simple to operate in the home and must not have critical registration or color controls, and second, it must be cheap enough in price to be available to the great mass of the American purchasing public.

19. Our evaluation of the receiver apparatus with relation to the first of the foregoing objectives is based on our examination of the receivers furnished by 13 manufacturers for use in the demonstration held in these proceedings and the receivers offered by three manufacturers to the Commission's laboratory and on our consideration of the data submitted in the proceedings. The inherent complexity of the proposed signal specifications is, in large part, reflected in the receiver. The color tube, and the attendant circuitry, is of complicated and intricate design and will impose a substantially greater burden in the servicing and maintenance of the color receiver as compared with monochrome receivers. The viewer controls, on the front panel of the receiver apparatus are relatively simple to operate in the light of the complexity of the equipment and color controls do not appear to be critical. The reception of color television transmissions on color receivers demonstrated and examined does require a finer adjustment of the tuner control than is necessary on a monochrome receiver, for by moving this control too far in either direction a considerable change can be effected in the color balance of the picture. This necessity for finer tuning, however, does not add significantly to the complexity of operation; and such adjustment would appear to be well within the competence of the normal home viewer. In addition to the controls required for monochrome reception, all of the receivers have an additional "chroma" control which requires adjustment by the viewer. The chroma control, which is not critical and is simple to operate, determines the saturation of the colors. At one extreme position, the colors are fully saturated, while at the other extreme position, the colors are washed out. Some of the receivers also have a hue control installed on the front panel of the receiver for adjustment by the viewer. The hue control permits the hue of the picture to be adjusted to the personal taste of the viewer.

20. The data in the record with respect to the estimated price of the receiver is meager. The cost of the tri-color kinescope and the complexity of the attendant convergence circuitry, deflection yoke, and high voltage supply in the receiver, comprise major elements in the price of the color television receiver. RCA-NBC has furnished estimates of receivers based on the use of a 16-inch envelope tri-color tube which has a measured viewing surface of $8\frac{1}{2}$ inches by 11 inches, the equivalent of a $12\frac{1}{2}$ inch monochrome tube.[10] The estimated cost of the 16-inch envelope tube to receiver manufacturers is between $175 and $200. The estimated introductory price of the first color receiver will be between $800 and $1000. We do not believe that the data in the record are sufficient to support the conclusion that the presently available receiver apparatus is "cheap enough in price to be available to the great mass of the American people," as contemplated in our criteria. However, several manufacturers have expressed their conviction that when color television reaches the mass production stage, substantial reduction in the price of color receivers will follow, as was the case of the monochrome receiver.

21. *Broadcast Station Apparatus.* The Commission's fifth criterion pertains to apparatus at the broadcast station and, like the criterion relating to receiver apparatus, also is expressed as a twofold objective. First, the station apparatus must be technically within the competence of the type of trained personnel hired by a station owner who does not have an extensive research or engineering staff at his disposal, and, second, the costs of purchase, operation, and maintenance of such equipment must not be so high as unduly to restrict the class of persons who can afford to operate a television station.

22. Upon the basis of our examination of the data in the record and of our observations, we are of the view that the color signal specifications proposed by petitioners are capable of operating through station apparatus technically within the competence of the type of trained personnel hired by a station owner lacking an extensive research or engineering staff. Clearly, the operation and maintenance of color equipment at the station is more complicated than that employed with monochrome; and in the initial stages, additional training of technical personnel will be required. Nevertheless, it appears that extensive testing of the proposed signal specifications has been satisfactorily carried on by personnel recruited from monochrome operations, and that training of personnel for color operation can be accomplished without undue difficulty. At a demonstration held in this proceeding, color programs were originated by NBC, DuMont, and CBS. These organizations do, of course, have available to them research and engineering staffs that would not be available to the great majority of other broadcasters. And, for that reason, these organizations may not be considered typical or representative of broadcasters generally for this purpose. At the same time, however, the successful participation of NBC, DuMont, and CBS in the demonstration is somewhat persuasive that color transmissions in accordance with the proposed signal specifications can be accomplished by other broadcasters after adequate training of their technical staffs.

23. With respect to the cost of purchase of color broadcasting equipment, approximate estimated cost figures and production plans have been submitted by RCA-NBC. Such data has been furnished for the following types of television broadcast transmissions: (1) network color programs; (2) color slide programs; (3) color film programs, and (4) local live programs in color. The estimated total price for the required equipment for these transmissions is $187,850. The contemplated equipment for the various types of transmissions, which it is ex-

[6] Criteria are set forth above, paragraph 8.

[7] A description of color television transmissions in accordance with the proposed signal specifications is attached hereto in Appendix A.

[8] The amount of picture detail which can be conveyed and the resulting quality of the television picture, is delimited by the bandwidth allocated for the transmission of the video signal. Each time the scanning beam traverses from a light element of the picture to a dark element and returns, a complete cycle of video electrical energy is generated. For technical reasons the 6 mc channel assigned to a television station can only accommodate approximately a 4 mc video bandwidth. If the sole objective to be served were a high quality picture, it would certainly be desirable to increase the video bandwidth to permit transmission of greater picture detail. However, spectrum space is severely limited and the bandwidth of television stations must be determined with a view to the desired number of television stations and the needs of other services.

[9] Color is perceived as a conscious sensation in terms of three major attributes: *brightness, hue* and *saturation*. Brightness is a measure of the light intensity radiated or reflected from objects, i.e., their physical "luminance", and is the only attribute exhibited by both colored and non-colored objects. Hue is the most characteristic attribute of color and determines whether the color is red or green or yellow, etc. Finally, saturation distinguishes strong colors from pale colors of the same hue, as red and pink. Saturation may be considered as related to physical "purity" or freedom from dilution with white. It is common knowledge that sunlight is a mixture composed of all the various colors of the rainbow such as red, orange, yellow, green, blue, indigo and violet. It has been found that it is not necessary to mix all the colors of the spectrum to form white light. Three colors properly selected and mixed in proper proportions will form white and most other colors. However, it is not possible to produce colors which are outside the spectrum area included by the primaries. For example, if the three primaries are red, green and blue, it is not possible to produce saturated violet since it is outside the spectrum area included between red and blue. Likewise, if a diluted red or orange were selected as one of the primaries, it would not be possible to obtain a saturated red.

[10] No estimates have been furnished on the price of receivers with larger tubes.

plained will be produced on a custom basis at first, together with the approximate prices for each type of transmission are set out below:

(1) *Network operation only.*—The equipment needed to supplement the monochrome facilities of an existing station to enable network programs to be transmitted in color, consist of the following: Color stabilizing amplifiers, tri-color monitor, phase equalizers, miscellaneous parts, extra sideband filter, and test equipment. The approximate total cost for this equipment would be $24,500.

(2) *Color Slides.*—The additional equipment required to permit stations to transmit color slides would be the following: Color slide camera, color frequency standard, burst flag generator, colorplexer, modification kit for sync generator, and miscellaneous parts and test equipment. The approximate total cost for this equipment would be $43,250.

(3) *Color Film.*—The additional equipment required by a station already equipped for Stage 2 to broadcast color motion pictures would be the following: 16 mm film chain and miscellaneous equipment. The approximate total cost for such additional equipment would be $50,600.

(4) *Live Pick-up.*—The additional equipment required by a station already equipped for either Stage 2 or 3 in order to broadcast simple live programs with one camera would be the following: Three-tube color camera and associated control and miscellaneous equipment. The approximate total cost of such equipment would be $69,500. This figure, it should be understood, is based on the utilization of one camera, which is minimum equipment. Generally, two or more cameras are required for the origination of live broadcasts. In addition, price quotations have not been furnished for remote pick-up equipment.

24. The data in the record is meager, relating to the cost of the above equipment and the costs figures submitted, it should be emphasized, represent only estimates on the bases of present condition. This data indicates that the costs entailed in originating live color programs with present equipment will substantially increase the station's costs above that necessary for monochrome transmissions. However, it is our view that once commercial production designs are finalized and the production level for such equipment is increased, substantial reductions in the costs of such equipment will be feasible. We believe, also, upon our consideration of the evidence in the record, that the future holds promise for the development of cheaper apparatus.

25. Operation and maintenance of color television equipment at the transmitter and the studio concededly will be more complicated than that necessary at a comparable monochrome station. It appears that additional equipment and personnel will be required for the operation and maintenance of the transmitter since it will be necessary to maintain a more careful alignment of the transmitter than is generally required for monochrome transmissions. In addition, where live programs in color are originated by the station, additional personnel will be required to be assigned to each color television camera as video control technicians, and one or more additional persons might be required at the studio for other purposes.

26. *Interference characteristics.*—The Commission's sixth criterion is that the color system must not be unduly susceptible to interference as compared with the present monochrome system. It is apparent from the tests that have been conducted that susceptibility to interference is related to the signal specifications, but, in addition, it is influenced by equipment design particularly in regard to adjacent channel interference. The significance of the test data submitted to the Commission was limited by the fact that only one type of receiver with a limited range of signal conditions was included, and a question is raised as to the applicability of the data to over all performance of all types of receivers which may be produced.

27. With respect to the important factor of co-channel station interference, there is no substantial difference between color and monochrome reception. Similarly, with respect to lower adjacent channel interference, impulse and random noise, no significant differences appear to exist between color and monochrome reception. With respect to the interference resulting from multipath it appears that receivers of better design suffer only a negligible increase in interference as compared with monochrome reception.

28. In certain respects, however, the more intensive use of the television channel due to the addition of the chrominance information renders the system more vulnerable to interference and increases the possibility of causing interference to other services. Particularly, color receivers are more vulnerable to interference which falls in the region of the subcarrier. Such interference to the color receiver could originate from the additional sideband energy radiated by a color television transmitter on the upper adjacent channel; or, it could be caused by some other continuous wave source of radio energy. In the first case, the transmitter manufacturer must expend every effort to confine the radiations within the limits of the authorized chanfel. In the second case, the receiver manufacturers must utilize the methods known to the art for reducing this interference susceptibility, even though such methods may involve additional manufacturing costs.

29. A further interference problem is presented by the radiation from the 3.579545 mc subcarrier oscillator in color receivers. The frequency of this oscillator and several of its harmonics fall in the amateur bands. Here too, receiver manufacturers must make full use of shielding, traps and any other known methods to minimize the radiation. The ultimate answer to whether the additional interefernce susceptibility of color receivers will be a serious impediment to the establishmeat of a successful color television system will be furnished in the performance record of receiver manufacturers and the manufacturers of transmitters and other electronic equipment.

30. *Transmissions over intercity relay facilities.*—The Commission's seventh criterion is that the signal specifications must be capable of transmitting color television programs over inter-city relay facilities presently in existence or which may be developed in the near future.

31. It is our view, based on the data in the record and the observations of the Commission at the demonstration in these proceedings and at the Commission's laboratory that satisfactory color television pictures can be transmitted over existing inter-city relay facilities. Moreover, it appears that improved systems of inter-city relay facilities now under development will provide for the transmission of a more satisfactory color television picture in accordance with the signal specifications under consideration.

32. Long distance television transmissions are generally provided by use of the microwave relay system and the coaxial cable system. Existing microwave circuits have a bandwidth of somewhat more than 4 mc and require no special equipment to transmit color pictures using the proposed signal specifications. The bandwidth of the coaxial cable currently in use, however, is limited nominally to 2.7 mc. Since all the color information in the proposed signal specifications is transmitted on the 3.5 mc subcarrier, special provision must be made for confining the color signal within the 2.7 mc bandwidth. This is accomplished by the use of cable conversion equipment which heterodynes the color information down to a frequency band within the cable pass band for transmission at the sending end of the circuit and restores it to the original frequency band at the receiving end. The resulting signal is limited to a bandwidth of 2 mc for the luminance channel and .3 mc for the color signal.

33. Color television pictures transmitted in accordance with the proposed signal specifications over the microwave system currently in use results in negligible observable degradation and provides a highly acceptable color intercity transmission service. Transmissions over the coaxial cable system currently in use result in appreciable degradation. Although the degradation is appreciable it is our view that the over-all quality of the pictures presently meets minimum standards for acceptability. Moreover, although it appears likely that the coaxial cable currently will continue to be used for a number of years to provide network service in some areas, it appears that commercial and audience pressure may result in replacing this equipment with improved cable carrier and improved microwave equipment. The Bell Telephone Laboratories, Inc., which participated in the activity of the NTSC, stated that it has under development improved systems of inter-city television transmission to provide for the satisfactory transmission of a color signal in accordance with the proposed signal specifications.

34. *Compatibility.*—The term compatibility in its usual sense refers to the satisfactory reception of black and white pictures from signals broadcast in color on monochrome receivers without alteration. There is, however, another aspect of compatibility, sometimes referred to as "reverse compatibility," which relates to the satisfactory reception of monochrome signals on color receivers without alteration.

35. The first aspect of compatibility is a factor of critical importance in view of the fact that there are at the present time more than 27 million sets in the hands of the public. No change is required in existing monochrome receivers for the reception of a black and white picture from color transmissions on the proposed signal specifications. It appears, however, that the black and white pictures suffer some degradation. At distances from the receiver where the line structure is evident there is also a dot structure visible. Beyond this critical distance there appears to be no significant deterioration in the picture. It appears, that the degree of degradation is not substantial, and we do not believe it will interfere seriously with the public's viewing of color programming in black and white.

36. With regard to the second aspect of compatibility (i.e., reverse compatibility) no test data has been submitted. A number of parties commented favorably on the ability of present color receivers in this respect but the statements were of a general nature unsupported by data. Our own observation indicates that the monochrome picture suffers a noticeable loss of definition when received on a color set.

37. *Convertibility.*—The term convertibility has been used to describe the changes necessary to enable existing receivers to receive color transmissions in color. No practical converter has been demonstrated nor does it appear that proponents of the proposed signal specifications have any current plans for the production of converters.

III
CONCLUSIONS

38. *Field Sequential System.*—In our consideration of specifications for the broadcast of color television in the 1949-50 proceedings in Docket 8736 *et al.*, we concluded that of the three systems under consideration only the field sequential system met minimum standards of acceptability. These signal specifications were, however, incompatible in the sense that receivers outstanding in the hands of the public could not receive color transmissions in monochrome without adaptation. The limited amount of commercial color broadcasting on these standards was short-lived, and color television broadcast equipment for the field sequential system has never been produced in quantity and is not now being produced, nor are color transmissions in accordance with the field sequential standards being broadcast or contemplated. Three years have passed since that decision, and there are now more than twenty-seven million television receivers in the hands of the public, all of which are incompatible with our present color television standards. That circumstance serves to nullify those rules and standards completely. We have concluded, therefore, that our present rules for the transmission of color television should be deleted.

39. *Proposed Signal Specifications.*—The proponents of the color television signal specifications proposed in this proceeding have been of the view that a color television system in order to prove successful must be compatible. With this premise in mind, petitioners have cooperated in an industry-wide, intensive program of study, research and experimentation, lasting over a period of more than two years, in an effort to evolve and formulate satisfactory compatible color television signal specifications. To this end, petitioners have expended millions of dollars and have employed thousands of man-hours of the most highly skilled engineers and scientists in the electronics and related fields.

40. The accomplishment of a compatible color television system within a 6 mc bandwidth is a tribute to the skill and ingenuity of the electronics industry. The proposed color television signal specifications produce a reasonably satisfactory picture with a good overall picture quality. The quality of the picture is not appreciably marred by such defects as misregistration, line crawl, jitter or unduly prominent dot structure. The picture is sufficiently bright to permit a satisfactory contrast range under favorable ambient light and is capable of being viewed in the home without objectionable flicker. Color pictures can be transmitted satisfactorily over existing intercity relay facilities and improvements in intercity relay facilities may be reasonably anticipated.

41. It has long been recognized that compromises are necessary when an attempt is made to compress within a 6 mc channel as much information as is required in a color television system. The achievement of a compatible system within a 6 mc channel has been accomplished only by the utilization of extremely complicated and intricate equipment. It relies on a system of

circuitry involving the most advanced techniques in optics, mechanics and electronics. The complexity and intricacy of the equipment and circuitry is reflected in the following:

First, the cost of the apparatus is high. The estimated retail price of the receiver is in the luxury range of $800 to $1000. The heart of the receiver problem lies in the color tube and its associated circuitry. The current estimated cost to a receiver manufacturer of a color tube with a viewing surface which approximates that of a 12-inch monochrome tube, is between $175 to $200. This figure alone exceeds the entire cost of several popular models of monochrome receivers. Similarly, the cost to television broadcasters for transmitting equipment, and particularly for the origination of color programs, are substantially higher than the cost of monochrome transmissions.

Second, the maintenance and operation of a compatible color receiving and transmitting apparatus in a 6 mc bandwidth will inherently result in greater costs than monochrome alone. Because the proposed signal specifications rely on complicated techniques and because the "system load" is, in large part, shared by the receiver, it is reasonable to anticipate that receiver failures and service adjustments will be more frequent. Similar difficulties may also be anticipated at the studio and transmitter.

Third, the additional susceptibility of the color receiver to interference and the possibility of causing interference to other services from the radiation of the subcarrier in the receiver, must be given close attention by the receiver manufacturer. Also, the transmitter manufacturer, in order to reduce interference, must take steps to eliminate, so far as possible, all unnecessary radiation. In this connection, it is noted that the industry has recently established committees, which have begun work toward these ends.

42. In the comments filed in this proceeding a number of parties urging adoption of the proposed signal specifications have requested that we waive or relax certain of our criteria. It is our view, in light of the changed circumstances, that a rigorous or inflexible application of our criteria would not be warranted and that, accordingly, these requests should be granted. It was our view that any new system would have to sustain the burden of establishing that any improvement which would result from its adoption must be substantial enough to justify the resulting dislocation to receivers then in the hands of the public. There are no color receivers in the hands of the public designed to receive transmissions in accordance with those standards. And no question is presented with respect to dislocation or harm because of investment in apparatus. We believe, therefore, that the change in circumstances warrants a shift in emphasis and that we are justified in relying on the representations of petitioners that certain of the inadequacies as presently exist are a function of "equipment limitations" and are not necessarily inherent "system limitations."

43. We are persuaded to this view on the basis of the following factors:

First, included among the NTSC and the other parties to this proceeding are the major electronics manufacturing organizations. Among these parties there is overwhelming support for the proposed specifications. There is virtual unanimity that these specifications are fundamentally capable of producing satisfactory color television pictures. There is also substantial agreement that the proposed specifications have a potential for growth.

Second, although the major effort has, up to this point, been directed to the development of the system, approval of the proposed signal specifications will furnish an incentive and stimulus to manufacturing and research organizations to devote their efforts to the equipment problems.

The success of color hinges on mass receiver circulation and every effort must be made to bring the price down to the level of the mass purchaser. Every effort must also be made to design equipment to minimize the additional interference susceptibility of operations under the proposed specifications. History has demonstrated that American industry is capable of devising practical and economical equipment on a mass production basis. We have the assurance of the industry that the enormous engineering and production ingenuity at their command will be focused on these remaining problems.

Third, the proposed signal specifications are broad enough to permit considerable latitude to competing companies in the future development of more economical and efficient equipment without obsoleting equipment in the hands of the public. Thirteen manufacturers demonstrated receivers in the proceeding employing several types of picture tubes. Thus, the proposed color specifications afford an opportunity and challenge to the industry to implement these specifications with the necessary equipment innovations.

Fourth, the signal specifications proposed are compatible, and a compatible system will afford the consumer a greater degree of freedom than would an incompatible system in choosing whether or not to purchase a color receiver at a given price, since the public will, in any event, continue to receive the program material in monochrome.

44. Upon a careful consideration of the complete record in this proceeding, we are of the view that the signal specifications proposed by petitioners provide a reasonable basis for the development of a color television service in the public interest. We have therefore concluded that the present rules and standards for the broadcast of color television based on the field sequential signal specifications should be deleted and that the signal specifications in this proceeding should be adopted in lieu thereof at this time.

45. Authority for the adoption of the amendments is contained in Section 303(b), (e) and (g) of the Communications Act of 1934, as amended.

46. In view of the foregoing, IT IS ORDERED, That, effective 30 days after publication in the Federal Register, Subpart E of Part 3 of the Commission's Rules Governing Television Broadcast Stations, is amended as set out in Appendix B attached hereto.

FEDERAL COMMUNICATIONS COMMISSION*

Wm. P. Massing
Acting Secretary

Adopted: Dec. 17, 1953
Released: Dec. 17, 1953

* See following concurring statements of Commissioners Webster, Sterling and Lee.

CONCURRING STATEMENT OF COMMISSIONER E. M. WEBSTER

The adoption of standards for color television is an important milestone on the road to expansion of our broadcast industry. As a member of the Commission and one of the guardians of the public interest I have strong feelings that the adoption of such standards cannot be taken lightly.

Consideration of the color standards proposed by the National Television System Committee indicates to me that those standards, and any system based thereon, involve certain problems among which are included such matters as:

1. Estimated high cost of color receivers and station equipment.
2. Complexity of receivers.
3. Degradation of color transmission as received on monochrome sets.
4. Degradation of monochrome transmissions as received on color sets.
5. Susceptibility of color receivers to interference.

It would serve no useful purpose for me to elaborate upon such problems here as the Commission's Report and Order adequately discusses these and other problems. However, I believe that the public should be forewarned that in view of the subjective nature of the evaluation of any color television demonstration it is not likely that unanimity will prevail with respect to the adequacy of present color pictures and that some viewers may find the results somewhat less satisfactory than expected.

The adoption of these standards creates certain receiver problems which must be recognized. Accordingly, the receiver manufacturers are obligated to the public to incorporate in color receivers refinements beyond those in present monochrome receivers necessary to adequately suppress aggravated receiver radiation and to overcome the greater susceptibility to interference, particularly in the region of the color subcarrier.

While the current system designed around the NTSC standards may fall short of the established criteria in some respects, as for example the estimated cost of color receivers, I believe that compatibility is sufficiently important to warrant a reasonable flexibility in the application of the criteria. Furthermore, in my opinion those features which may be believed to be inadequacies in the current state of development are equipment problems, not inherent limitations imposed by the standards, and future improvement can be expected.

Accordingly, I concur with the Commission in its decision adopting the color television standards proposed by the National Television System Committee.

ADDITIONAL CONCURRING VIEWS OF COMMISSIONER GEO. E. STERLING

I have participated in this proceeding and the final results with confidence that a foundation is being laid that will provide the people of this nation a fine compatible color television system, capable of improvement without obsolescence of black and white receivers and color receivers built to receive the programs broadcast in accordance with the signal specifications embraced in the standards.

History is replete with the initial high cost and complexity of products designed for public consumption, resulting from the birth of a new industry, for example: the automobile. This, too, has been the experience in the radio and television industry. With respect to the complexities and cost of equipment, considering the competition in the manufacturing industry coupled with the public enthusiasm and acceptance of the television broadcasting service, I am certain that both larger screen and cheaper color receivers with controls having the ease of adjustments of current monochrome receivers will be made available to the public within the next two or three years, the time necessary to establish a color television broadcasting service of any consequence. In the meantime, the public can buy black and white television receivers now on the market and which will continue for the next three or four years to represent the greatest percent of production of TV receivers, confident that when programs are broadcast in color they may view them in black and white. In the meantime, the manufacturing industry will move ahead affirmatively to build color receivers within the price range of the great mass of the American people.

The Commission has, in this decision, pointed out with considerable emphasis the necessity of properly shielding and filtering receivers so that color programs will not be degraded by interference fom radio frequency sources as well as preventing interference to the important amateur radio service, considering the public service it renders in several respects. It is my hope that industry will continue to give this subject high priority as they proceed to build equipment for public consumption.

COMMISSIONER LEE CONCURRING:

I concur completely with the Commission's decision in this case. The defects and imperfections of this new medium are carefully pointed out and this is as it should be. The factual situation has been given to the public. It is patently apparent that color television will not be available to most of us for some time to come but this was also true in the early days of black and white television.

For my own part, I would like to say that I consider this decision a milestone in the fast moving electronics industry. The American standard of living rises again. I would like to pay my own tribute to the Industry and the able and ingenious men comprising it who have made this new miracle possible.

The defects and shortcomings that may now exist will evaporate in the coming months as Industry takes on mass production. The first automobile had many defects. An aeroplane going on the assembly line immediately takes on some aspects of being outmoded as experience teaches us new improvements and better methods of production. We would never learn the new shortcuts if we kept the basic idea on the drawing board.

Our economy will get a tremendous boost from this development.

I am delighted at long last to have had a small part in putting the show on the road.

APPENDIX A

Description of Color Television Transmissions in Accordance with Proposed Signal Specifications

I
INTRODUCTION

1. Following is a description of color television transmissions in accordance with the proposed signal specifications under consideration. In attempting to simplify the description so that it might be intelligible to the lay reader it has been necessary from time to time to use nontechnical terms. This may have resulted in some technical inaccuracies. However, engineers will find full data and descriptions in the record.

II
GENERAL

2. There is much similarity in the composition of television pictures and magazine or newspaper pictures. Printed pictures are composed of small dots and in the case of black and white pictures these dots are black and of varying size to give the impression of various shades of gray. The presence of the dot structure is not apparent to the eye under normal conditions because the distance between the viewer and the picture is such that the eye can no longer distinguish the individual dots and sees the combined effect as a single image. The sharpness of the picture is determined by the number of dots which compose the picture. The monochrome television picture, however, is composed of lines with varying degrees of grayness throughout their length to correspond to the brightness of the original object at that point. The sharpness of such an image is determined to a large extent by the rapidity with which variations in brightness can occur along the line either from black to white, or from white to black. For a given system there is a maximum rapidity with which the line can change from black to white and back again to black, which change would result in a white dot. The width of this dot determines the number of such dots which could be reproduced in a particular line and thus the number of such dots per line is a measure of the sharpness of images which can be reproduced. The television picture differs from the printed picture in that the number of equivalent dots in television is independent of the size of the television screen whereas the printed picture normally uses a fixed number of dots per inch of picture dimension. In order to create the illusion of motion it is necessary to transmit a series of still pictures in rapid succession. This principle for creating the illusion of motion is the same for both motion pictures and television, and depends upon the well known phenomenon of persistence of vision.

3. In television the tools employed for reproducing a picture are the camera, transmitter, and receiver. The function of the camera in a television system is to transform light energy into electrical energy. In principle, the television camera is not unlike a photographic camera. However, in place of film, in back of the television camera, there is substituted an electrical plate which is sensitive to light. This

plate is composed of thousands of separate light-sensitive cells. When the light comes through the lens of the camera, it forms an image of the scene on the plate. The individual cells of the plate store up energy in proportion to the light which falls upon them. Thus, the cells in the bright parts of the image are filled with considerable energy while the darker parts are filled with less energy. In order to release this stored energy to the transmitter, an electron beam is caused to scan the image from left to right and top to bottom. The beam can be thought of as an electron gun which successively punctures the individual cells thus releasing the stored energy to the transmitter. The transmitter provides a vehicle for transporting the camera signals to the receiver. This is done by generating a radio frequency signal in a part of the spectrum which has previously been determined to have the desired properties with regard to propagation, available bandwidth, etc. The camera signals including the image signals and certain other electrical pulses needed to maintain synchronism between transmitter and receiver are then superimposed on this radio frequency carrier. At the receiver a scanning beam similar to that at the camera is directed against the face of a viewing screen. The receiver scanning beam travels from left to right across each of the lines of the picture in exact synchronism with the beam at the camera. Therefore, the amount of electrical energy released at the camera at any instant will affect the beam at the receiver at that identical point in the picture. Thus, the picture is recomposed.

III
THE COMMISSION'S STANDARDS

4. When the monochrome television standards were adopted, the Commission allocated 6 Mc (6 million cycles per second) for each television channel, nearly all of which is utilized for transmitting the video portion of the composite video-sound signals. The Commission's rules for monochrome require that thirty complete pictures each comprising 525 lines be transmitted each second. In a 4 Mc video bandwidth 4 million pairs of elemental light and dark areas can be transmitted each second, or 8 million separate distinguishable elements. The number of elements is a limiting factor in determining the sharpness or resolution of the television picture and these may be arranged vertically or horizontally in an infinite variety of combinations. If it is decided, and the Commission's rules so provide, that it is necessary to scan 30 pictures each second in order to maintain continuity of motion and prevent flicker, 266,666 elements (i.e. 8 million divided by 30) are available for each "still" picture. Since the Commission's standards provide for 525 lines of vertical resolution, the horizontal resolution is fixed at 505 elements (i.e. 266,666 divided by 525). It should be noted that since the picture is 4 units wide for each 3 units of height that the horizontal elements are thus about 40% wider than the vertical elements. In practice, the values of the number of lines and elements are reduced about one-third due to the time required for sending the synchronizing signals, limitation of equipment and other factors.

IV
OPERATION UNDER PROPOSED SIGNAL SPECIFICATIONS

A. *THE CAMERA*

Since most colors can be duplicated by the mixture of proper amounts of three properly selected primary colors, it follows that a color television system can be based on the transmission and reception of images in the three primary colors.

5. The first step in the transmission and reception of images in the three primary colors is accomplished in the television camera. The camera generates three different signals from the information in the picture. These may be the signals corresponding to the red, green and blue components in the picture but other combinations of three such independent sets of information could be used.

6. One method that has been used is the equivalent of three monochrome cameras. These cameras are operated from a single set of controls so that the view televised by each camera is identical. In front of each camera lens there is placed a red, a blue and a green filter, respectively. Thus, while the view in front of each camera is identical, the scene reaching the light sensitive plate of each camera contains only the components passed by the red, blue or green filters. Hence, this camera produces an image in each of the primary colors, and changes the optical images into their equivalent electrical energy.

B. *THE TRANSMITTING SYSTEM*

7. The three components obtained from the camera are electrically processed in such a manner as to obtain a brightness signal and two color-minus-brightness signals, namely red-minus-brightness and blue-minus-brightness. The brightness signal is channeled into one circuit with the other two signals being dealt with in a separate circuit.

(1) *The Brightness Component—*

8. The brightness circuit of the color transmitter is similar to the conventional monochrome transmitter. Both have the same function of transmitting the relative brightness of the picture in monochrome. Thus, the two systems may be considered compatible, since a receiver performing satisfactorily on the monochrome system will also receive the brightness or monochrome signals transmitted in the color system. Since the eye is most sensitive to green, less sensitive to red, and least sensitive to blue, the brightness is obtained by mixing signals in that order of proportion. The specific values of the mixture are 59% green, 30% red and 11% blue.[1] Such a mixture will produce a picture on monochrome receivers, in shades of gray. In the color system, this mixture accomplishes the primary objective of transmitting with correct intensity the brightness signal which is one of the two components of the color picture image.

(2) *The Chroma Component—*

9. The color minus brightness signals are derived by subtracting the electrical value of the brightness signal from the electrical value of the color signals. The result is called the "color minus brightness" signal or "color difference" signal.[2] Thus, the chroma circuits of the transmitter must process two signals, red minus brightness ($E_R' - E_Y'$), and blue minus brightness ($E_B' - E_Y'$). Only two signals are necessary since the similar relation for the green signal ($E_G' - E_Y'$) can be recovered at the receiver from a mathematical relationship between the other two.[3] The two signals transmitted are the red minus brightness and blue minus brightness. This still presents somewhat of a problem since the two signals must be transmitted in the same circuits without interaction. The method used is to modulate[4] the two signals on a selected subcarrier in a manner designed to prevent interaction.[5] The frequency of the subcarrier is carefully selected to reduce the visibility of interaction between the chroma information and the brightness signal on the received picture.[6]

10. The relative location of the subcarrier within the channel is also an important consideration. If the subcarrier is placed too near the picture carrier there may be interference between the two. On the other hand, if the subcarrier is placed too near the edge of the channel it will restrict the width of the sidebands and limit the information which can be carried. The NTSC has compromised on a subcarrier frequency which is 3.579545 megacycles above the video carrier. Since this frequency is approximately .6 Mc from the edge of the pass band (see Fig. 3 App. B), if the blue and red chroma signals were transmitted they would be limited to .6 Mc. Resolution being a function of bandwidth, this would limit the resolution of color to very coarse detail. This limitation to a .6 Mc bandwidth applies only when two sets of information such as the two color difference signals must be modulated on a single subcarrier. The reasons for this is that in the quadrature method of modulating the subcarrier, both upper and lower side-bands of each color difference signal must be equal. It is, however, possible to send one set of information by using a single side-band. Thus, it would be possible to send two sets of information up to .6 Mc and continue to a higher modulating frequency with a single set of information, e.g. a single color difference signal, using only one side-band. This is the method used in the NTSC system with the result that coarse color detail in the scene being televised which produces signals of frequency less than .6 Mc is reproduced in approximately the original color. (The third color difference signal is recreated at the receiver.) Semi-fine color detail in the scene being televised which produces signals of frequencies greater than .6 Mc and less than 1.5 Mc is reproduced in hues which are contaminated. (With only one color difference signal being transmitted the primaries cannot properly combine at the receiver.) Very fine color detail in the scene being televised which produces signals of frequency greater than 1.5 Mc is reproduced in monochrome. The NTSC has made a variation in the method of sending the red minus brightness and blue minus brightness signals. Instead of sending the blue minus brightness and the red minus brightness over the subcarrier, each of these signals is mixed with the other so that the blue minus brightness contains some red and the red minus brightness contains some blue.[7] Corresponding

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[1] Mathematically, this is written:
$E_Y' = .59\ E_G' + .30\ E_R' + .11\ E_B'$
Where
E_Y' = brightness signal
E_G' = electrical signal corresponding to the green components of the picture.
E_R' = electrical signal corresponding to the red components of the picture.
E_B' = electrical signal corresponding to the blue components of the picture.

[2] The brightness signal is not separated from the chroma signal until after the color image has been transformed by the camera from an optical quantity to its electrical equivalent. The reason for this is that the electrical quantity "color-minus-brightness" has no physical equivalent since the eye responds only to chroma accompanied by brightness. Chroma minus brightness would be invisible. The subtractions and additions necessary to compose the brightness and chroma signals are accomplished in a matrix unit which is a computing machine for units of electricity. Mathematically, the color minus brightness signal of the blue signal is written:

$$E_B' - E_Y'$$

[3] $E_Y' = .59\ E_G' + .30\ E_R' + .11\ E_B'$
$.59\ E_G' = E_Y' - .30\ E_R' - .11\ E_B'$
$E_G' - E_Y' = 1.7\ E_Y' - .51\ E_R' - .19\ E_B'$
$E_G' - E_Y' = .7\ E_Y' - .51\ E_R' - .19\ E_B'$
$= .51\ E_Y' - .51\ E_R' + .19\ E_Y' - .19\ E_B'$
$= -.51\ (E_R' - E_Y') - .19\ (E_B' - E_Y')$

[4] The term modulation is used a number of times in the text of the decision. For those unfamiliar with this fundamental process the following may be helpful. A radio transmitter generates a "carrier frequency" on the frequency assigned to the station. (This carrier might be considered as a replacement for the wire in a telephone system.) The intelligence to be transmitted, whether it is sound, picture or facsimile, is imposed upon this carrier by the process of modulation. For radio and television the intelligence or modulation, always a lower frequency than the carrier, is imposed upor the higher frequency for more efficient transportation to the receiver. When the desired intelligence modulates a carrier wave there results a composite signal which has the propagation characteristics of the carrier wave but also contains the original intelligence in one form or another. At the receiver the demodulation process results in recovery of the original intelligence and elimination of the carrier wave which has served its purpose. This is accomplished in a demodulator (detector) and there are a number of ways of performing the demodulation. One way is to generate in the receiver another frequency which is exactly equivalent to the transmitter carrier frequency. When these two identical carriers (frequencies) are placed in the same receiver circuit (demodulator) they have the effect of cancelling each other leaving the original intelligence. This is the system used in the recovery of the color signals described above. (The system of modulation described above is known as *amplitude* modulation because the modulation varies the amplitude of the carrier.) Other systems based on the same broad principles are called frequency modulation and phase modulation. In the latter cases, the modulation varies the frequency or phase characteristics of the carrier rather than the amplitude; however, the objective of the modulation is the same.

[5] A sine wave subcarrier can carry two sets of information by splitting the sine wave into two components in quadrature and amplitude modulating each component with one set of information.

[6] The line frequency is chosen as 1/286 times the frequency difference between the sound and picture carriers (4.5 mc/sec) or 15,734.26 cycles/second. Since there are 525 lines per frame the frame frequency becomes 29.97 cycles per second and the field frequency 59.94 cycles per second. The subcarrier frequency is chosen as an odd multiple of one half the line frequency which in this case was chosen as 455/2 of the line frequency or 3.579545 mc/sec. It will be noted that the line, field and frame frequencies are very close to the nominal values used for monochrome namely, 15,750, 60 and 30 cycles/sec. thus existing monochrome sets will be able to respond to such scanning rates. The above combination will result in the beat note between the quiescent sound carrier and the color subcarrier being an odd multiple of one half the line frequency. It has been determined that such a relationship results in a minimum visibility, on the received picture, of such interaction as well as a minimum visibility of the subcarrier itself due to a similar relationship of its frequency to that of the line scanning rate.

[7] The amplitude of these two orthorgonal components of the chrominance signals can be expressed in terms of color difference signals as follows:
$E_I' = .41\ (E_R' - E_Y') + .48\ (E_B' - E_Y')$
$E_I' = -.27\ (E_R' - E_Y') + .74\ (E_B' - E_Y')$
Where
E_Q' = narrow-band component of the color signal
E_I' = wide-band component of the color signal

changes are also made in the receiver circuits so that as long as both color mixture signals are received, i.e. in the modulation range 0—.6 mc, the circuits could unscramble the mixture and deliver the red minus brightness, blue minus brightness, and green minus brightness to the viewing tube. Thus, there results no change in the coarse detail of the picture. However, when only one color mixture signal is transmitted, i.e., a .6 Mc to 1.5 Mc modulation, the receiver circuits unable to function as above produce a contaminated color varying from orange to cyan depending upon the actual color being televised. This contaminated color produces less noticeable distortion in the semi-fine detail of the picture than when a single pure color is transmitted. The luminosity of the picture is approximately uniform throughout its range from orange to cyan, thus further reducing the apparency of its color distortion. This distortion in fine detail is sometimes called edge distortion. The reason being that fine detail only occurs at the edge of an object where it contrasts with the background, or, with other objects or with part of the same object. Thus, while the eye is relatively insensitive to the color in these edges, nevertheless, if the color is intense or sharply different from the adjoining area, some distortion will be apparent. The NTSC system overcomes this difficulty by using a blended color which does not call attention to the transmission.

(3) *Synchronization*—

11. The NTSC color system requires no change in the black and white synchronizing standards except that additional synchronizing information, referred to as the "Color burst," is added. In order to demodulate the color subcarrier the receiver must generate a subcarrier of its own of exactly the same phase and frequency. It is, in fact, so important that the received subcarrier be identical with the transmitted subcarrier that it is necessary to send along a sample of the transmitter subcarrier which can be used as a reference by the receiver. It is rather a problem of just where to put this reference "burst" so that it won't be in the way of the luminance signal, the chrominance signals or the other synchronizing pulses. The place selected was the so-called "back porch" (blanking interval) following the horizontal synchronizing pulse. This is the short period during which the picture is blanked out to prevent visible retrace while the scanning beam is returning across the picture to its starting point. Only a few cycles (9 cycles of 3.579545 megacycles) of the reference burst (derived from the color subcarrier) are transmitted.

(4) *The Combined Signal*—

12. Prior to transmission over the air the various signals mentioned above are combined into a composite signal. This signal includes the synchronizing signals, the brightness signal, and the chroma information of the subcarrier.[8]

C. *THE RECEIVER*

13. The following description of receivers now known is included to indicate how the signal can be used to produce a color picture.

14. The composite color signal arriving at the receiver antenna consists of a brightness component and a chroma component.

(1) *Brightness Component*—

15. If the signal is received on a monochrome television set the brightness component will pass through the receiver circuits and appear on the viewing tube as a monochrome picture. The interference from the chroma component of the incoming signal will be reduced on the monochrome receiver because of the interlacing principle previously described.[9] If the composite color signal is received on a color set the brightness component will be processed by the receiver brightness circuits and appear at the viewing tube ready to be combined with the chroma component.

(2) *Chroma Component*—

16. When the composite color signal is received on a color receiver the chroma component must be separated by means of special filters before it can be processed.[10] The output of these filters is fed to the chroma demodulator which recovers the original color difference signals.[11] The two color difference signals thus derived are fed into a matrixing unit from which is recovered the third color difference signal (green minus brightness). In the case of the three gun type of color tube, the three color minus brightness signals are routed to the three respective electron beams of the color tube where they are combined with the brightness signal. The result —color minus brightness plus brightness equals color, i.e., the original primary color is restored and projected on the viewing tube.

[8] The complete color signal has the following composition:

$E_M' = E_Y' + E_Q' \sin (wt + 33°) + E_I' \cos (wt + 33°)$

or

$E_M' = E_Y' + 0.493 (E_B' - E_Y') \sin wt + 0.877 (E_R' - E_Y') \cos wt$

where the angular frequency w is 2 pi times the frequency of the chrominance subcarrier.

The second equation above is only valid for color difference frequencies below 500 kilocycles since the E_Q' signal is removed for frequencies above that range.

[9] The color subcarrier frequency selection for minimum visibility of the color information on the luminance channel is sometimes called frequency interlacing.

[10] The chroma signal is removed from the composite signal at about the third video amplifier and then fed through a 1.8 mc to 4.3 mc bandpass filter. This filters out the video carrier frequency and low frequency components leaving the color subcarrier and sidebands along with high frequency components of the luminance signal. The modulations of the two color difference signals on the subcarrier remain independent only when the modulated waves each consist of like upper and lower sidebands. When the sidebands are not equal, the modulations E_Q' and E_I' cross talk on each other and the color is contaminated. Since the receiver response falls off for the higher video frequencies, compensation is necessary to make the upper sideband equal the lower sideband, in the region 0 to 0.6 mc from the subcarrier. This compensation consists usually of peaking coils with a peak of about 6 db in the 4.0 mc region and is inserted in the circuit to the demodulator grids.

[11] The local oscillator supplies two signals having exactly the same frequency as the subcarrier. These two signals are placed in quadrature with each other in the same phase relationship as the two quadrature components of the subcarrier. Each quadrature component demodulates the respective color signal with which it is in phase.

APPENDIX B

I. Section 3.681 is amended to read as follows:

§3.681 *Definitions*—(a) *Amplitude modulation* (AM). A system of modulation in which the envelope of the transmitted wave contains a component similar to the wave form of the signal to be transmitted.

(b) *Antenna height above average terrain.* The average of the antenna heights above the terrain from two to ten miles from the antenna for the eight directions spaced evenly for each 45 degrees of azimuth starting with True North. (In general, a different antenna height will be determined in each direction from the antenna. The average of these various heights is considered the antenna height above the average terrain. In some cases less than 8 directions may be used. See §3.684(d)).

(c) *Antenna power gain.* The square of the ratio of the root-mean-square free space field intensity produced at one mile in the horizontal plane, in millivolts per meter for one kilowatt antenna input power to 137.6 mv/m. This ratio should be expressed in decibels (db). (If specified for a particular direction, antenna power gain is based on the field strength in that direction only.)

(d) *Aspect ratio.* The ratio of picture width to picture height as transmitted.

(e) *Aural transmitter.* The radio equipment for the transmission of the aural signal only.

(f) *Aural center frequency.* (1) The average frequency of the emitted wave when modulated by a sinusoidal signal; (2) the frequency of the emitted wave without modulation.

(g) *Blanking level.* The level of the signal during the blanking interval, except the interval during the scanning synchronizing pulse and the chrominance subcarrier synchronizing burst.

(h) *Chrominance.* The colorimetric difference between any color and a reference color of equal luminance, the reference color having a specific chromaticity.

(i) *Chrominance subcarrier.* The carrier which is modulated by the chrominance information.

(j) *Color transmission.* The transmission of color television signals which can be reproduced with different values of hue, saturation, and luminance.

(k) *Effective radiated power.* The product of the antenna input power and the antenna power gain. This product should be expressed in kilowatts and in decibels above one kilowatt (dbk). (If specified for a particular direction, effective radiated power is based on the antenna power gain in that direction only. The licensed effective radiated power is based on the average antenna power gain for each horizontal plane direction.)

(l) *Field.* Scanning through the picture area once in the chosen scanning pattern. In the line interlaced scanning pattern of two to one, the scanning of the alternate lines of the picture area once.

(m) *Frame.* Scanning all of the picture area once. In the line interlaced scanning pattern of two to one, a frame consists of two fields.

(n) *Free space field intensity.* The field intensity that would exist at a point in the absence of waves reflected from the earth or other reflecting objects.

(o) *Frequency modulation (FM).* A system of modulation where the instantaneous radio frequency varies in proportion to the instantaneous amplitude of the modulating signal (amplitude of modulating signal to be measured after pre-emphasis, if used) and the instantaneous radio frequency is independent of the frequency of the modulating signal.

(p) *Frequency swing.* The instantaneous departure of the frequency of the emitted wave from the center frequency resulting from modulation.

(q) *Interlaced scanning.* A scanning process in which successively scanned lines are spaced an integral number of line widths, and in which the adjacent lines are scanned during successive cycles of the field frequency.

(r) *Luminance.* Luminous flux emitted, reflected, or transmitted per unit solid angle per unit projected area of the source.

(s) *Monochrome transmission.* The transmission of television signals which can be reproduced in gradations of a single color only.

(t) *Negative transmission.* Where a decrease in initial light intensity causes an increase in the transmitted power.

(u) *Peak power.* The power over a radio frequency cycle corresponding in amplitude to synchronizing peaks.

(v) *Percentage modulation.* As applied to frequency modulation, the ratio of the actual frequency swing to the frequency swing defined as 100 percent modulation, expressed in percentage. For the aural transmitter of television broadcast stations, a frequency swing of ±25 kilocycles is defined as 100 percent modulation.

(w) *Polarization.* The direction of the electric field as radiated from the transmitting antenna.

(x) *Reference black level.* The level corresponding to the specified maximum excursion of the luminance signal in the black direction.

(y) *Reference white level of the luminance signal.* The level corresponding to the specified maximum excursion of the luminance signal in the white direction.

(z) *Scanning.* The process of analyzing successively, according to a predetermined method, the light values of picture elements constituting the total picture area.

(aa) *Scanning line.* A single continuous narrow strip of the picture area containing highlights, shadows, and half-tones, determined by the process of scanning.

(bb) *Standard television signal.* A signal which conforms to the television transmission standards.

(cc) *Synchronization.* The maintenance of one operation in step with another.

(dd) *Television broadcast band.* The frequencies in the band extending from 54 to 890 megacycles which are assignable to television broadcast stations. These frequencies are 54 to 72 megacycles (channels 2 through 4), 76 to 88 megacycles (channels 5 and 6), 174 to 216 megacycles (channels 7 through 13), and 470 to 890 megacycles (channels 14 through 83).

(ee) *Television broadcast station.* A station in the television broadcast band transmitting simultaneous visual and aural signals intended to be received by the general public.

(ff) *Television channel.* A band of frequencies 6 megacycles wide in the television broadcast band and designated either by number or by the extreme lower and upper frequencies.

(gg) *Television transmission standards.* The standards which determine the characteristics of a television signal as radiated by a television broadcast station.

(hh) *Television transmitter.* The radio transmitter or transmitters for the transmission of both visual and aural signals.

(ii) *Vestigial sideband transmission.* A system of transmission wherein one of the generated sidebands is partially attenuated at the transmitter and radiated only in part.

(jj) *Visual carrier frequency.* The frequency of the carrier which is modulated by the picture information.

(kk) *Visual transmitter.* The radio equipment for the transmission of the visual signal only.

(ll) *Visual transmitter power.* The peak power output when transmitting a standard television signal.

II. Section 3.682 is amended as follows:

Delete subparagraph (a) and substitute the following:

§3.682 *Transmission standards and changes*—(a) *Transmission standards.* (1) The width of the television broadcast channel shall be six megacycles per second.

(2) The visual carrier frequency shall be

nominally 1.25 mc above the lower boundary of the channel.

(3) The aural center frequency shall be 4.5 mc higher than the visual carrier frequency.

(4) The visual transmission amplitude characteristic shall be in accordance with the chart designated as Appendix III, Figure 3.

(5) The chrominance subcarrier frequency shall be 3.579545 mc ± 10 cycles per second with a maximum rate of change not to exceed one tenth cycle per second per second.

(6) For monochrome and color transmissions the number of scanning lines per frame shall be 525, interlaced two to one in successive fields. The horizontal scanning frequency shall be 2/455 times the chrominance subcarrier frequency; this corresponds nominally to 15,750 cycles per second (with an actual value of 15,734.264 ± .044 cycles per second). The vertical scanning frequency is 2/525 times the horizontal scanning frequency; this corresponds nominally to 60 cycles per second (the actual value is 59.94 cycles per second). For monochrome transmissions only, the nominal values of line and field frequencies may be used.

(7) The aspect ratio of the transmitted television picture shall be 4 units horizontally to 3 units vertically.

(8) During active scanning intervals, the scene shall be scanned from left to right horizontally and from top to bottom vertically, at uniform velocities.

(9) A carrier shall be modulated within a single television channel for both picture and synchronizing signals. For monochrome transmission, the two signals comprise different modulation ranges in amplitude, in accordance with the charts designated as Appendix III, Figures 3 and 4(b). For color transmission the two signals comprise different modulation ranges in amplitude except where the chrominance penetrates the synchronizing region and the burst penetrates the picture region, in accordance with the charts designated as Appendix III, Figures 3 and 4(a).

(10) A decrease in initial light intensity shall cause an increase in radiated power (negative transmission).

(11) The reference black level shall be represented by a definite carrier level, independent of light and shade in the picture.

(12) The blanking level shall be transmitted at 75 ± 2.5 per cent of the peak carrier level.

(13) The reference white level of the luminance signal shall be 12.5 ± 2.5 per cent of the peak carrier level.

(14) The signals radiated shall have horizontal polarization.

(15) An effective radiated power of the aural transmitter not less than 50 percent nor more than 70 percent of the peak radiated power of the visual transmitter shall be employed.

(16) The peak-to-peak variation of transmitter output within one frame of video signal due to all causes, including hum, noise, and low-frequency response, measured at both scanning synchronizing peak and blanking level, shall not exceed 5 percent of the average scanning synchronizing peak signal amplitude.[20]

(17) The reference black level shall be separated from the blanking level by the setup interval, which shall be 7.5 ± 2.5 per cent of the video range from blanking level to the reference white level.

(18) For monochrome transmission, the transmitter output shall vary in substantially inverse logarithmic relation to the brightness of the subject. No tolerances are set at this time.[20]

(19) The color picture signal shall correspond to a luminance component transmitted as amplitude modulation of the picture carrier and a simultaneous pair of chrominance components transmitted as the amplitude modulation sidebands of a pair of suppressed subcarriers in quadrature.

(20) Equation of complete color signal.

(i) The color picture signal has the following composition:

$$E_M = E_Y' + \{E_Q' \sin(\omega_c t + 33°) + E_I' \cos(\omega_c t + 33°)\}$$

where

$$E_Q' = 0.41\,(E_B' - E_Y') + 0.48\,(E_R' - E_Y')$$
$$E_I' = -0.27\,(E_B' - E_Y') + 0.74\,(E_R' - E_Y')$$
$$E_Y' = 0.30\,E_R' + 0.59\,E_G' + 0.11\,E_B'$$

For color-difference frequencies below 500 kc (see (iii) below), the signal can be represented by:

$$E_M = E_Y' + \left\{\frac{1}{1.14}\left[\frac{1}{1.78}\,(E_B' - E_Y')\sin\omega_c t + (E_R' - E_Y')\cos\omega_c t\right]\right\}$$

(ii) The symbols in (i) have the following significance:

E_M is the total video voltage, corresponding to the scanning of a particular picture element, applied to the modulator of the picture transmitter.

E_Y' is the gamma-corrected voltage of the monochrome (black-and-white) portion of the color picture signal, corresponding to the given picture element.[21]

E_Q' and E_I' are the amplitudes of two orthogonal components of the chrominance signal corresponding respectively to narrow-band and wide-band axes.

E_R', E_G', and E_B' are the gamma-corrected voltages corresponding to red, green, and blue signals during the scanning of the given picture element.

ω_c is the angular frequency and is 2π times the frequency of the chrominance subcarrier. The portion of each expression between brackets in (i) represents the chrominance subcarrier signal which carries the chrominance information.

The phase reference in the E_M equation in (i) is the phase of the burst + 180°, as shown in Figure 4(c). The burst corresponds to amplitude modulation of a continuous sine wave.

(iii) The equivalent bandwidth assigned prior to modulation to the color difference signals E_Q' and E_I' are as follows:

Q-channel bandwidth
at 400 kc less than 2 db down
at 500 kc less than 6 db down
at 600 kc at least 6 db down
I-channel bandwidth
at 1.3 mc less than 2 db down
at 3.6 mc at least 20 db down

(iv) The gamma corrected voltages E_R', E_G', and E_B' are suitable for a color picture tube having primary colors with the following chromaticities in the CIE system of specification:

	x	y
Red (R)	0.67	0.33
Green (G)	0.21	0.71
Blue (B)	0.14	0.08

and having a transfer gradient (gamma exponent) of 2.2[22] associated with each primary color. The voltages E_R', E_G', and E_B' may be respectively of the form $E_R 1/\delta$, $E_G 1/\delta$, and $E_B 1/\delta$ although other forms may be used with advances in the state of the art.

(v) The radiated chrominance subcarrier shall vanish on the reference white of the scene.[22a]

(vi) E_Y', E_Q', E_I' and the components of these signals shall match each other in time to 0.05 usecs.

(vii) The angles of the subcarrier measured with respect to the burst phase, when reproducing saturated primaries and their complements at 75 per cent of full amplitude, shall be within ±10° and their amplitudes shall be within ±20 per cent of the values specified above. The ratios of the measured amplitudes of the subcarrier to the luminance signal for the same saturated primaries and their complements shall fall between the limits of 0.8 and 1.2 of the values specified for their ratios. Closer tolerances may prove to be practicable and desirable with advance in the art.

III. Section 3.687 is amended as follows:

A. Delete subparagraph (a) and substitute the following:

§3.687 *Transmitters and associated equipment*

—(a) *Visual transmitter.*

(1) For monochrome transmission only, the over-all attenuation characteristics of the transmitter, measured in the antenna transmission line after the vestigial sideband filter (if used), shall not be greater than the following amounts below the ideal demodulated curve. (See Appendix III, Figure 7.)

2 db at 0.5 mc
2 db at 1.25 mc
3 db at 2.0 mc
6 db at 3.0 mc
12 db at 3.5 mc

The curve shall be substantially smooth between these specified points, exclusive of the region from 0.75 to 1.25 mc.[23]

(2) For color transmission, the standard given by §3.687(a)(1) applies except as modified by the following: A sine wave of 3.58 mc introduced at those terminals of the transmitter which are normally fed the composite color picture signal shall produce a radiated signal having an amplitude (as measured with a diode on the R.F. transmission line supplying power to the antenna), which is down 6 ± 2 db with respect to a signal produced by a sine wave of 200 kc. In addition, the amplitude of the signal shall not vary by more than ±2 db between the modulating frequencies of 2.1 and 4.18 mc.

(3) The field strength or voltage of the lower sideband, as radiated or dissipated and measured as described in subparagraph (4) of this paragraph, shall not be greater than —20 db for a modulating frequency of 1.25 mc or greater and in addition, for color, shall not be greater than —42 db for a modulating frequency of 3.579545 mc (the color subcarrier frequency). For both monochrome and color, the field strength or voltage of the upper sideband as radiated or dissipated and measured as described in subparagraph (4) of this paragraph shall not be greater than —20 db for a modulating frequency of 4.75 mc or greater.[25,25a]

(4) The attenuation characteristics of a visual transmitter shall be measured by application of a modulating signal to the transmitter input terminals in place of the normal composite television video signal. The signal applied shall be a composite signal composed of a synchronizing signal [26] to establish peak output voltage plus a variable frequency sine wave voltage occupying the interval between synchronizing pulses. The axis of the sine wave in the composite signal observed in the output monitor shall be maintained at an amplitude 0.5 of the voltage at synchronizing peaks. The amplitude of the sine wave input shall be held at a constant value. This constant value should be such that at no modulating frequency does the maximum excursion of the sine wave, observed in the composite output signal monitor, exceed the value 0.75 of peak output voltage. The amplitude of the 200 kilocycle sideband shall be measured and designated zero db as a basis for comparison. The modulation signal frequency shall then be varied over the desired range and the field strength or signal voltage of the corresponding sidebands measured. As an alternate method of measuring, in those cases in which the automatic d-c insertion can be replaced by manual control, the above characteristic may be taken by the use of a video sweep generator and without the use of pedestal synchronizing pulses. The d-c level shall be set for midcharacteristic operation.

(5) A sine wave, introduced at those terminals of the transmitter which are normally fed the composite color picture signal, shall produce a radiated signal having an envelope delay, relative to the average envelope delay between 0.05 and 0.20 mc, of zero microseconds up to a frequency of 3.0 mc; and then linearly decreasing to 4.18 mc so as to be equal to —0.17 usecs at 3.58 mc. The tolerance on the envelope delay shall be ±0.05 usecs at 3.58 mc. The tolerance shall increase linearly to ±0.1 usec. down to 2.1 mc, and remain at ±0.1 usec down to 0.2 mc.[25a] The tolerance shall also increase linearly to ±0.1 usec at 4.18 mc.

(6) The radio frequency signal, as radiated,

[20] These items are subject to change but are considered the best practice under the present state of the art. They will not be enforced pending a further determination thereof.

[21] Forming of the high frequency portion of the monochrome signal in a different manner is permissible and may in fact be desirable in order to improve the sharpness on saturated colors.

[22] At the present state of the art it is considered inadvisable to set a tolerance on the value of gamma and correspondingly this portion of the specification will not be enforced.

[22a] The numerical values of the signal specification assume that this condition will be reproduced as CIE Illuminant C (x = 0.310, y = 0.316).

[23] Output measurement shall be made with the transmitter operating into a dummy load of pure resistance and the demodulated voltage measured across this load. The ideal demodulated curve is that shown in Appendix III, Figure 7.

[25] Field strength measurements are desired. It is anticipated that these may not yield data which are consistent enough to prove compliance with the attenuation standards prescribed above. In that case, measurements with a dummy load of pure resistance, together with data on the antenna characteristics, shall be taken in place of over-all field measurements.

[25a] Television stations shall have until July 1, 1954 for compliance with the requirements of this subparagraph with respect to attenuation of the upper sidebands.

[26] The "synchronizing signal" referred to in this section means either a standard synchronizing wave form or any pulse that will properly set the peak.

[25a] Tolerances for the interval of 0.0 to 0.2 mc are not specified at the present time.

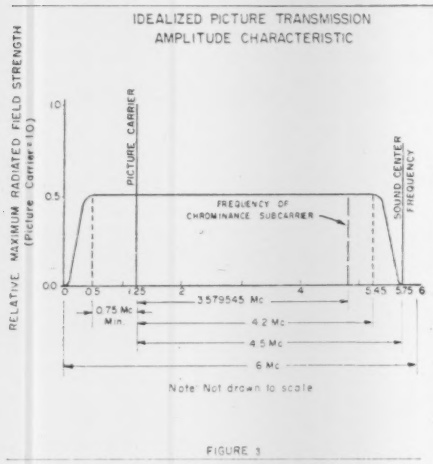


FIGURE 3

shall have an envelope as would be produced by a modulating signal in conformity with Appendix III, Figure 4(a) or (b), as modified by vestigial sideband operation specified by Appendix III, Figure 3.

(7) The time interval between the leading edges of successive horizontal pulses shall vary less than one half of one per cent of the average interval. However, for color transmissions, §3.682 (a) (5) and §3.682(a) (6) shall be controlling.

(8) The rate of change of the frequency of recurrence of the leading edges of the horizontal synchronizing signals shall be not greater than 0.15 per cent per second, the frequency to be determined by an averaging process carried out over a period of not less than 20, nor more than 100 lines, such lines not to include any portion of the blanking interval. However, for color transmissions, §3.682(a) (5) and §3.682(a) (6) shall be controlling.

(9) Sufficient monitoring equipment shall be employed to determine whether the visual signal complies with the requirements of this subpart.

(10) For color transmission the transfer characteristic (that is the relationship between the transmitter RF output and video signal input) shall be subsantially linear between the reference black and reference white levels.

B. Delete subparagraph (c) (1) of §3.687 and substitute the following:

(c) *Requirements applicable to both visual and aural transmitters.*

(1) Automatic means shall be provided in the visual transmitter to maintain the carrier frequency within one kilocycle of the authorized frequency; automatic means shall be provided in the aural transmitter to maintain the carrier frequency within four kilocycles of the assigned aural carrier frequency or, alternatively, 4.5 megacycles above the actual visual carrier frequency within five kilocycles. For color transmission the aural carrier shall be maintained 4.5 megacycles above the visual carrier within ±1 kilocycle. When required by §3.606, the visual and aural carrier frequencies are to be offset in frequency by 10 kilocycles (plus or minus, as indicated) from the normal carrier frequencies.

IV. Appendix III to subpart E is amended as follows:

Delete Figures 3, 4, and 7 and add the attached Figures 3, 4(a), 4(b), 4(c), and 7.

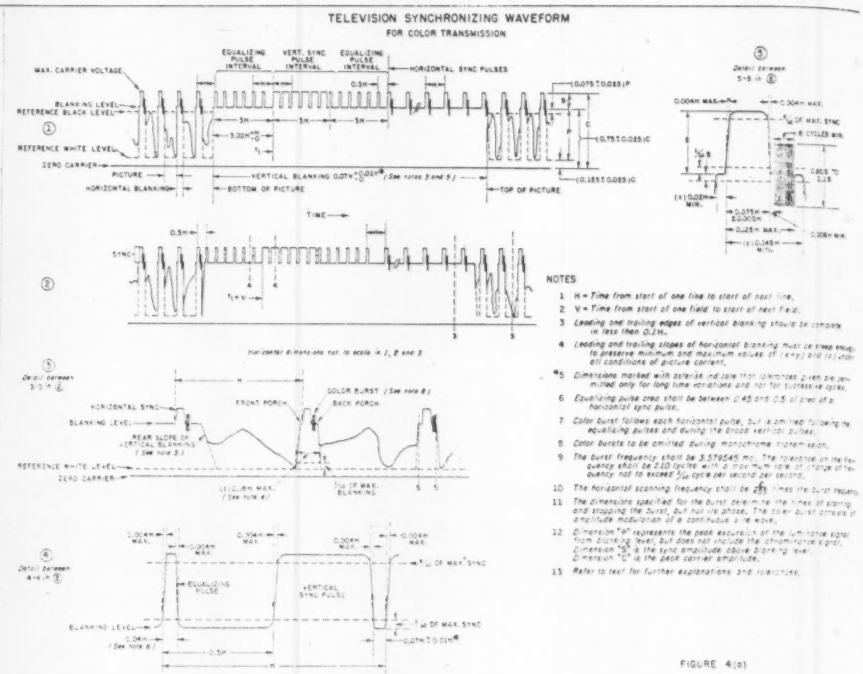

TELEVISION SYNCHRONIZING WAVEFORM
FOR COLOR TRANSMISSION
NOTES
1. H = Time from start of one line to start of next line.
2. V = Time from start of one field to start of next field.
3. Leading and trailing edges of vertical blanking should be complete in less than 0.1H.
4. Leading and trailing slopes of horizontal blanking must be steep enough to preserve minimum and maximum values of (1+v) and (2) under all conditions of picture content.
5. Dimensions marked with asterisk indicate that tolerances given are permitted only for long time variations and not for successive cycles.
6. Equalizing pulse area shall be between 0.45 and 0.5 of area of a horizontal sync pulse.
7. Color burst follows each horizontal pulse, but is omitted following equalizing pulses and during the broad vertical pulses.
8. Color bursts to be omitted during monochrome transmission.
9. The burst frequency shall be 3.579545 mc. The tolerance on the frequency shall be 2.10 cycles with 2 maximum rate of change of frequency not to exceed 1/10 cycle per second per second.
10. The horizontal scanning frequency shall be 2/455 times the burst frequency.
11. The dimensions specified for the burst determine the times of starting and stopping the burst, but not its phase. The color burst consists of amplitude modulation of a continuous sine wave.
12. Dimension "a" represents the peak excursion of the luminance signal from blanking level, but does not include the chrominance signal. Dimension "b" is the sync amplitude above blanking level. Dimension "c" is the peak carrier amplitude.
13. Refer to text for further explanations and tolerances.

FIGURE 4(a)

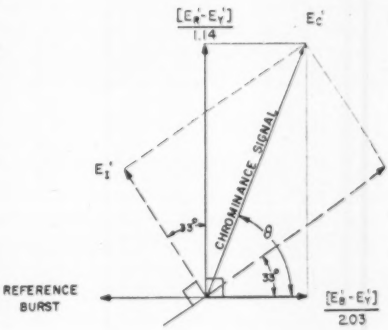


FIGURE 4(c)

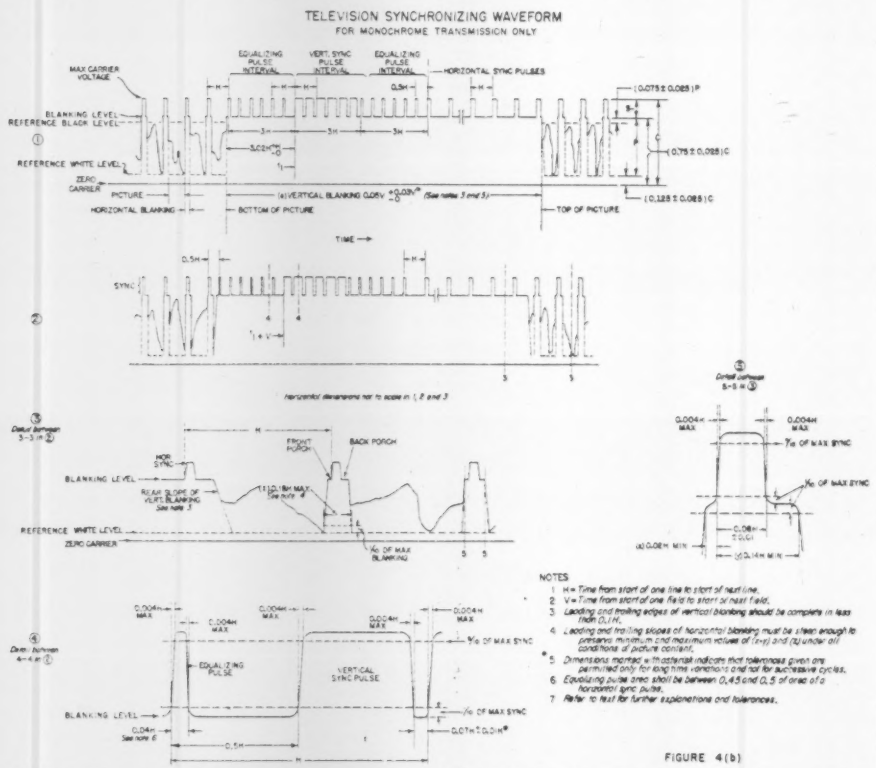

TELEVISION SYNCHRONIZING WAVEFORM
FOR MONOCHROME TRANSMISSION ONLY
NOTES
1. H = Time from start of one line to start of next line.
2. V = Time from start of one field to start of next field.
3. Leading and trailing edges of vertical blanking should be complete in less than 0.1H.
4. Leading and trailing slopes of horizontal blanking must be steep enough to preserve minimum and maximum values of (1+v) and (2) under all conditions of picture content.
5. Dimensions marked with asterisk indicate that tolerances given are permitted only for long time variations and not for successive cycles.
6. Equalizing pulse area shall be between 0.45 and 0.5 of area of a horizontal sync pulse.
7. Refer to text for further explanations and tolerances.

FIGURE 4(b)

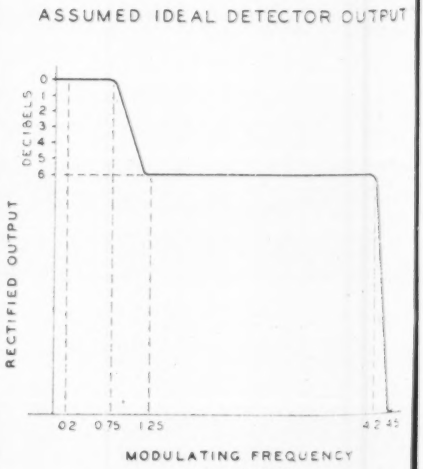
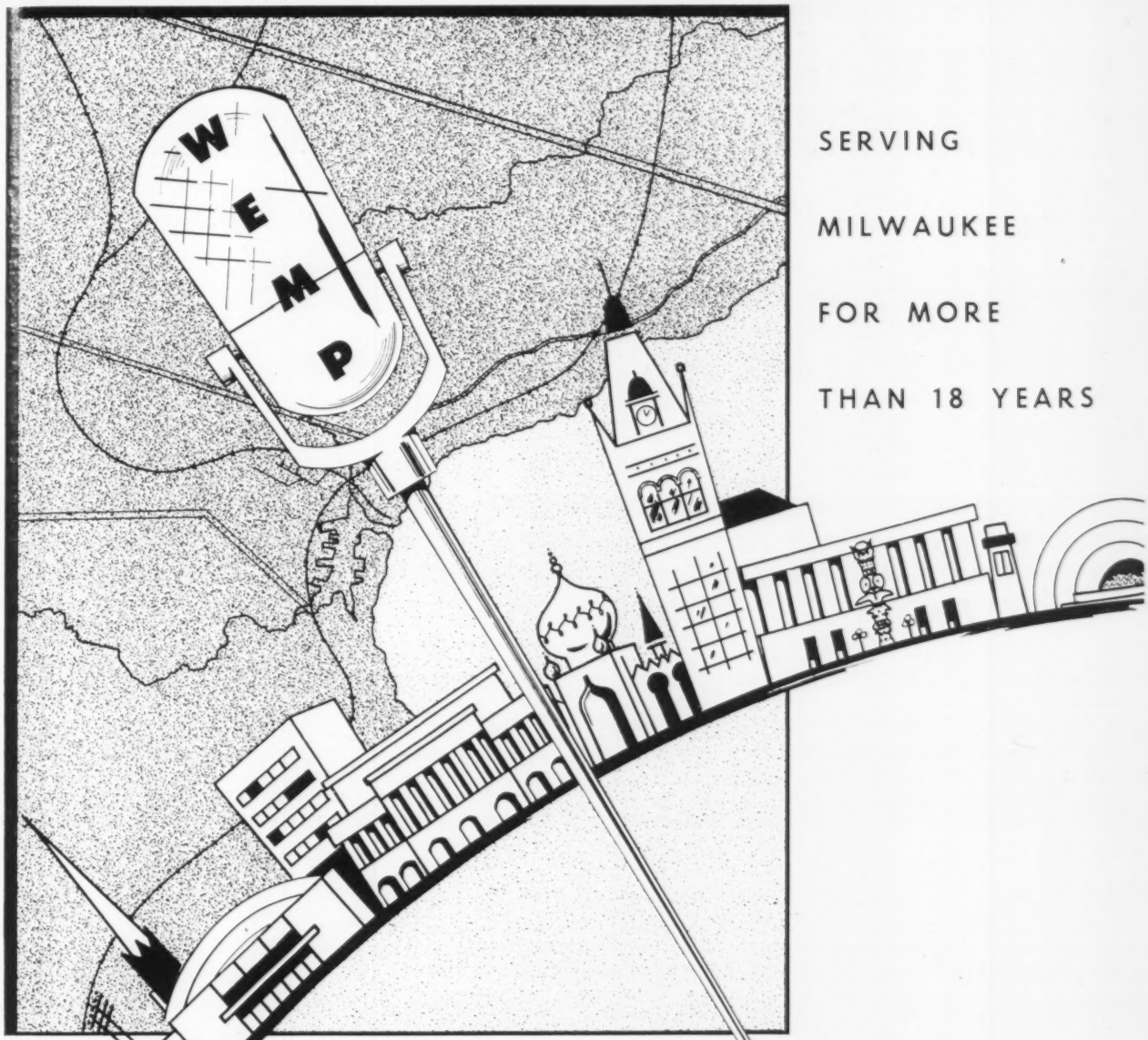


FIGURE 7



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INSEPARABLE!

In every big city the problem of community life assume mountainous proportions. Solving these problems is a gigantic task reserved for men and institutions of strength and courage. Others are content to form the cheering sections.

As we appraise 1953 in retrospect, there is no doubt that it was a year of extraordinary achievement for Milwaukee. A "big league" attitude toward local affairs resulted in a new record of accomplishment for this great metropolitan area.

WEMP is proud of the part it played as one of the leaders on the community team which sparked the change in Milwaukee. We are especially grateful for the opportunities for public service which lie ahead. We face the future eagerly with amplified enthusiasm for the new "mountains" we will be asked to help move.

now more than ever.....it's **WEMP**

WEMP-FM

by Perry Assoc., December '53 (granted STA Nov. 30).
WEAR-TV Pensacola, vhf ch. 3 (CBS), represented by George P. Hollingbery Co., Dec. 31.

IDAHO

KID-TV Idaho Falls, vhf ch. 3 (CBS, NBC), represented by Gill-Perna, Dec. 20 .

ILLINOIS

WDAN-TV, Danville, uhf ch. 24, represented by Everett-McKinney, Inc., Dec. 20.

INDIANA

WRAY-TV Princeton, uhf ch. 52, represented by Walker Representation Co., Dec. 20 (granted STA Dec. 7).

KENTUCKY

WLOU-TV Louisville, uhf ch. 41, January '54.

LOUISIANA

WCNO-TV New Orleans, uhf ch. 32, Jan. 1.
KSLA (TV) Shreveport, vhf ch. 12 (NBC, CBS), represented by Paul H. Raymer, Jan. 1.

MAINE

WCSH-TV Portland, vhf ch. 6 (NBC), represented by Weed Tv Inc., Dec. 16 (granted STA Dec. 10).

MARYLAND

WITH-TV Baltimore, uhf ch. 60, represented by Forjoe Tv Inc., Jan. 1.

MASSACHUSETTS

WMGT (TV) Adams-Pittsfield, uhf ch. 74, represented by Walker Representation Co., Dec. 25.

MICHIGAN

WNEM-TV Bay City, vhf ch. 5, represented by Headley-Reed Tv Inc., Jan. 24.
WWTV (TV) Cadillac, vhf ch. 13 (CBS, ABC, DuMont), represented by Weed Tv Inc., Jan. 1 (granted STA Sept. 29).
WKAR-TV East Lansing, uhf ch. *60, Jan. 1.

MISSISSIPPI

WJDT (TV) Jackson, vhf ch. 3 (NBC), represented by George P. Hollingbery Co., Dec. 28 (granted STA Oct. 19).
WSLI-TV Jackson, vhf ch. 12 (ABC), represented by Weed Tv Inc., January '54.

MISSOURI

KOMU-TV Columbia, vhf ch. 8 (ABC, CBS, DuMont, NBC), represented by H-R Tv Inc., Dec. 21 (granted STA Dec. 8).
KDRO-TV Sedalia, vhf ch. 6, Jan. 1.

NEBRASKA

KHOL-TV Kearney, vhf ch. 13 (CBS, DuMont), represented by Meeker Tv Inc., December '53 (granted STA Oct. 29).

NEW JERSEY

WRTV (TV) Asbury Park, uhf ch. 58, Jan. 9 (granted STA Dec. 10).

NEW YORK

WKNY-TV Kingston, uhf ch. 66 (NBC, CBS, DuMont), represented by Meeker Tv Inc., January '54.
WEOK-TV Poughkeepsie, uhf ch. 21, January '54.
WTRI (TV) Schenectady, uhf ch. 35, Jan. 15.

NORTH CAROLINA

WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Jan. 1.
WNCT (TV) Greenville, vhf ch. 9 (CBS, DuMont), represented by John E. Pearson Tv Inc., Dec. 20 (granted STA Dec. 9).
WMFD-TV Wilmington, vhf ch. 6 (NBC), represented by Weed Tv Inc., Dec. 31.

NORTH DAKOTA

KFYR-TV Bismarck, vhf ch. 5 (NBC, CBS, DuMont), represented by Blair Tv Inc., December '53.

OHIO

WMAC-TV Massillon, uhf ch. 23, represented by Edward Petry & Co., Jan. 1.
WSTV-TV Steubenville, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 24 (granted STA Sept. 16).
WUTV (TV) Youngstown, uhf ch. 21, represented by Edward Petry & Co., Jan. 1.

OKLAHOMA

KWTV (TV) Oklahoma City, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 20 (granted STA Nov. 13).
KCEB (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Jan. 1.

OREGON

KPIC (TV) Salem, uhf ch. 24, December '53 (granted STA Aug. 4).

PENNSYLVANIA

WQED (TV) Pittsburgh, vhf ch. *13, Jan. 1.
WARM-TV Scranton, uhf ch. 16, represented by George P. Hollingbery Co., Jan. 1.

SOUTH CAROLINA

WAIM-TV Anderson, uhf ch. 40 (CBS), represented by Burn-Smith Co., Dec. 15 (began test patterns Dec. 2).
WACA-TV Camden, uhf ch. 15, January '54.
WGCT (TV) Greenville, vhf ch. 4 (NBC), represented by Weed Tv Inc., Jan. 1.
WSCV (TV) Spartanburg, uhf ch. 17, January '54.

TENNESSEE

WLAC-TV Old Hickory (Nashville), vhf ch. 5, Jan. 1.

TEXAS

KMID-TV Midland, vhf ch. 2 (NBC), represented by O. L. Taylor Co., December '53 (granted STA Dec. 8).
KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by Paul H. Raymer, December '53.

VIRGINIA

WBTM-TV Danville, uhf ch. 24, represented by George P. Hollingbery Co., Jan. 15.

WASHINGTON

KVAN-TV Vancouver (Wash.)-Portland (Ore.), uhf ch. 21, Jan. 15.

WEST VIRGINIA

WJPB-TV Fairmont, uhf ch. 35, represented by Gill-Perna Inc., Jan. 1.

WISCONSIN

WEAU-TV Eau Claire, vhf ch. 13 (NBC, ABC, DuMont), represented by George P. Hollingbery Co., Decembr '53 (granted STA Dec. 9).
WNAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc., Jan. 5.

WYOMING

KFBC-TV Cheyenne, vhf ch. 5 (CBS), Dec. 25 (granted STA Dec. 3).

HAWAII

KULA-TV Honolulu, vhf ch. 4, Jan. 1.

Gottlieb, 2 Others In WKBR Top Changes

THREE executive changes at WKBR Manchester, N. H., were announced Dec. 11 by William F. Rust Jr., treasurer of Granite State Broadcasting Co.

Ralph Gottlieb, former WKBR commercial manager, has been appointed general manager of The KBR Stations of New England (WKBR; WSTV Claremont, N. H.; WTSL Lebanon, N. H., and WGAW Gardner, Mass.).

In addition, Warren H. Journay becomes WKBR station manager and Saul Gross commercial manager of WKBR, both after Jan. 1. Messrs. Journay and Saul currently are in similar capacities at WFEA Manchester.

WKBR Manchester, N. H., plans are discussed by (l to r) Warren H. Journay, who will be station manager; Ralph Gottlieb, general manager of The KBR Stations of New England, and Saul Gross, newly-designated WKBR commercial manager.

Gates Elected Brd. Chmn. Of KXA, Other Changes

CASSIUS GATES, Seattle attorney, has been named chairman of the board of KXA Seattle, it was announced Wednesday. He heads the list of new officers elected after purchase of KXA Inc. from the estate of the late principal owner, Robert B. Gaylord of San Francisco. Wesley I. Dumm, president of KSFO and KPIX (TV) San Francisco, continues as president of KXA, and Hugh A. Smith as vice president-general manager. George Kachlein has been elected secretary, and S. L. Savidge, treasurer.

Others in the group of new purchasers, all from Seattle, include Lawrence Bogle, S. L. Savidge Jr., George Van Waters, William O. McKay, Frank Dupar, Howard S. Wright, Thornton Magee, Victor Rabel, Otto Rabel and Edward Dobrin.

Mr. Gates told B•T the company will continue to prosecute its tv application for vhf ch. 7.

Picks Up the Baton

RADIO'S use of radio was demonstrated last week when KFMJ Tulsa, independent daytimer, sold its sign-off spot to KVOO, NBC affiliate there, Lawson Taylor, KFMJ manager, announced. The year's contract calls for a 100-word announcement immediately preceding the daytimer's sign-off theme.

Mr. Taylor said "this indicates a fine resurgence of faith in radio values" and "this becomes tangible when for the past three consecutive months we have established new all-time highs each month for dollar volume and profits."

Gustav Brandborg, KVOO assistant manager-commercial manager, commented, "We think the music station of KFMJ has a segment of audience that we can suggest to tune to our continuing shows, since it goes off the air early. We consider this not only an investment in radio, showing our faith, but also believe this is in the public interest—to tell of other program availabilities as one station leaves the air."

Westinghouse Changes Name of Radio-Tv Unit

CORPORATE name of Westinghouse Radio Stations Inc. was changed to Westinghouse Broadcasting Co. Inc. at a meeting of the stockholders Wednesday at Fort Wayne, Ind.

The change was based on a recommendation made last month by the board of directors. It is designed to reflect the expansion of Westinghouse in the television field. The radio-tv unit is a wholly-owned subsidiary of Westinghouse Electric Corp.

Directing the Westinghouse station operation is Joseph E. Baudino, executive vice president, headquartering in Washington, D. C. The headquarters staff handles supervision and coordination of station operation, legal counsel, program and educational direction, advertising and sales promotion, engineering, auditing and industrial relations.

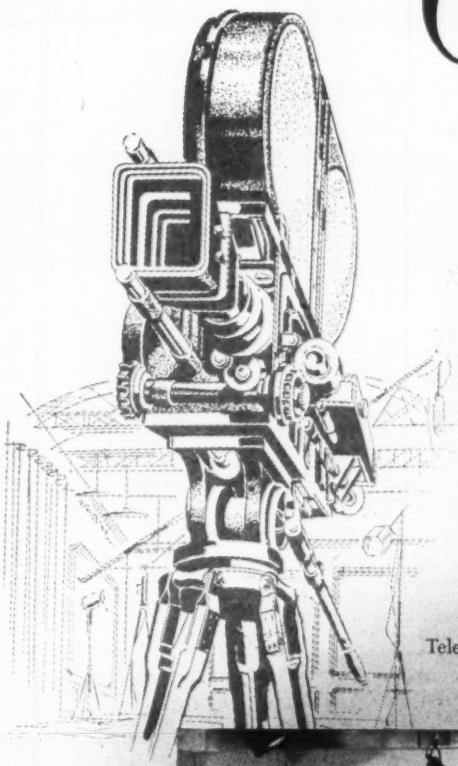
Chris J. Witting, DuMont Television Network director, becomes WBC president Jan. 1, a position now held by E. V. Huggins, vice president in charge of corporate affairs for the parent company. Mr. Huggins will continue in charge of overall supervision of the broadcast subsidiary.

WBC owns and operates five radio stations: WBZ-WBZA Boston-Springfield; KYW Philadelphia; KDKA Pittsburgh; WOWO Fort Wayne, and KEX Portland, Ore. It owns and operates two television stations — WBZ-TV Boston and WPTV (TV) Philadelphia. In addition it has applied for stations in Pittsburgh and Portland and has been negotiating to purchase KPIX (TV) San Francisco.

WEWS (TV) Antenna Ready

WEWS (TV) Cleveland, Ohio, has completed its new transmitter tower at suburban Parma, with the antenna 1,020 feet above surrounding terrain, the station reported last week, adding that engineers, barring unforseen delays, may beat the first-of-the-year target date for increase of video power from 16 to 93 kw. With WEWS' new RCA transmitter equipment being installed below the tower, viewers a hundred miles away will be able to receive WEWS programs, the announcement said.

PROUDLY CREATED TO *Outperform!*



Mitchell* CAMERAS

THE matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.

Kelley Studios shoots a TV commercial for North American Airlines with this Mitchell 35. "NC" Caesar Romero is shown at center.

Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

the 1 and only Mitchell

Mitchell cameras are created, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

Mitchell Camera CORPORATION

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EASTERN REPRESENTATIVE: THEODORE ALTMAN • 521 FIFTH AVENUE • NEW YORK CITY 17 • MURRAY HILL 2-7038

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'Tribune' Backs Big Ten Regional Plan

THE BIG TEN'S plan for regional control of football telecasts "seems a sound approach to a prickly question" and "certainly preferable" to NCAA national policy, *The Chicago Tribune* stated last week.

In an editorial, *The Tribune* said in part: "It should be obvious that television shouldn't be blamed for taking football attendance away from colleges that never had it to lose. Every small school has its faithful alumni, and friends in its neighborhood. . . . They are not likely to be wooed away by television, and the general public isn't interested in their games now. . . . There aren't a half dozen college football games a year in which there is wide national interest. . . ."

The newspaper also noted dissatisfaction in small college ranks, as voiced by John Breen, athletic director at Lake Forest College. At the Big Ten meeting [B•T, Dec. 14], authorities questioned Mr. Breen's remarks against the NCAA Tv Committee, claiming there is no strong support among smaller schools for repudiation of NCAA's whole policy.

The Tribune also scored proposals for unlimited football on television:

"Some of the television impresarios have argued that since big time football in this area (all but one of the Big Ten members are symbols of their respective states—exception being Northwestern U.) is at state-supported schools, the taxpayers have a right to see the games on their television sets—with some sponsor paying the stations a fat fee. By this sort of logic, the taxpayers should also be entitled to an occasional free steak from the prize beef herds of these same state schools."

Announcer, Others Freed In L.A. Tv 'Bait' Charges

ANNOUNCER William Griffith and three other men charged with false and misleading advertising in selling vacuum cleaners on television, were freed when allegations they violated the city business and professional code were dismissed Monday in Los Angeles Municipal Court. Mr. Griffith was completely exonerated of any wrongdoing.

Thrifty Vacuum Cleaner Stores, a defendant in the charges, however, pleaded guilty, with probation hearing and sentence set for Jan. 5 by Judge Gerald C. Kepple. Individual charges against Milton Lyle, president; Robert Cravet, manager, and Eugene Vickry, salesman for the firm, also were dismissed.

Arrest of the quartette followed charges that the vacuum cleaner company misrepresented advertising offers made on its television commercials. Mr. Griffith asserted he merely had read copy given him. AFTRA backed his plea of innocence, pointing out it was customary in radio and tv for the announcer to read the commercial given him. The station, not the announcer, is responsible for the advertising copy broadcast, the union stressed.

The vacuum cleaner company had made its "bait" pitches on KECA-TV, KTTV (TV) and KHJ-TV Hollywood [B•T, Nov. 23].

KSTP Names Rosene Radio Sales Manager

MARVIN L. ROSENE has been appointed radio sales manager of KSTP Minneapolis-St. Paul effective Jan. 4, the station announced last week.

Mr. Rosene

Mr. Rosene came to KSTP from WLOL Minneapolis, where he was general manager. He started in radio sales in 1937 at WHBF Rock Island, becoming national sales manager in 1941. He served in the army from 1942-46, leaving as a captain. He then joined WQUA Moline, Ill., as sales manager, and in 1948 went to manage WKTY La Crosse, Wis., from there moved to WIND Chicago, and later to KIOA Des Moines, from which he went to WLOL.

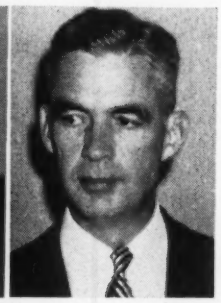
Morton Goes to KIRO; Jordan to Head KJR

MAITLAND JORDAN last week was named vice president and general manager of KJR Seattle. He fills the post of J. Archie Morton who resigned as general manager of the station to become executive assistant to President-General Manager Saul Haas at KIRO Seattle.

The changes were effective last Monday.

Mr. Morton, who was KJR manager from 1947, previously had been on the KIRO sales staff starting in 1937, and served as sales manager for the CBS affiliate from 1940 to 1942. For the next five years, before joining KJR, he was sales and sales service manager of CBS, Columbia Pacific Network.

Mr. Jordan



Mr. Morton

Other executive assistants to Mr. Haas are James Hatfield, Lincoln Miller and Carroll Foster. KIRO is an applicant for vhf ch. 7.

Mr. Jordan has been on the KJR staff since 1936, starting as an announcer and serving, until his latest appointment, as national sales manager. He indicated in a statement that KJR will continue its present programming policies as an independent station.

WGN Inc. Names Allen

APPOINTMENT of Spencer Allen as news director of WGN-AM-TV Chicago was announced last week by Frank P. Schreiber, manager and treasurer of WGN Inc. Mr. Allen succeeds Robert F. Hurleigh, who has joined the staff of MBS Washington, in association with Fulton Lewis Jr., effective Dec. 28. Mr. Allen has been with WGN for over 15 years and previously was film newsreel director of WGN-TV.

Tv Is Gate Booster, NFL's Bell Declares

This is the Bert Bell who last year asserted before the public and a federal court that tv was the root of pro football's evils and would drive the game out of business.

TELEVISION was tagged last week as a "terrific" gate booster for professional football by Bert Bell, National Football League Commissioner.

Mr. Bell reversed his stand of a year ago when he told the public and the U. S. District Court trying the government's NFL anti-trust suit that television was the root of pro football's evils and promised to drive the game out of business.

Last Wednesday Mr. Bell estimated 2.2 million fans attended NFL games in 1953, surpassing the alltime record of 2,052,126 established last year.

"The more we have the more I like it," Mr. Bell said in lauding tv's blessings.

Last November the federal court ruled that NFL clubs could ban tv pickups during home games because of the economic angles [B•T, Nov. 16]. The court limited the clubs in barring tv play-by-play in cities whose teams are playing away.

In college football circles interest is focused on regional meetings being held by National Collegiate Athletic Assn. Already Pacific Coast and Big Ten meetings have shown signs of revolt by taking stands on revised versions of the NCAA tv football monopoly, calling for regional coverage instead of a single Saturday game. NCAA's annual conference of coaches and athletic directors will be held Jan. 6-8 at the Netherland-Plaza Hotel, Cincinnati. NARTB has been invited to take part in a radio-tv panel at 3 p.m. Jan. 5. The panel is to be directed toward establishing improved relations between broadcasters and NCAA.

Williams Leaves WFML-FM To Assist Rep. Beamer

ROBERT E. WILLIAMS, manager-secretary of WFML-FM Washington, Ind., has resigned that post to become executive secretary to Rep. John V. Beamer (R-Ind.), effective Jan. 1. Rep. Beamer is a member of the House Interstate & Foreign Commerce Committee.

Mr. Williams, who was recommended for Secretary to the FCC by Indiana Sens. Homer E. Capehart and William E. Jenner, both Republicans, has been active in NARTB and is a member of its Fm Committee. He was serving as secretary-treasurer of the Indiana Broadcasters Assn. Ronney Householder, WJVA South Bend, will serve the remainder of Mr. Williams' term with IBA, according to Dee O. Coe, WWCA Gary, IBA president.

KBID (TV) KMJ-TV Plan

TRANSMITTER site of KMJ-TV Fresno, Calif., on Bear Mountain 28 miles east of the city, will be shared by KBID (TV) Fresno under an agreement between McClatchy Broadcasting Co., operator of KMJ-TV, and John Poole Broadcasting Co., grantee for KBID (TV).

A separate transmitter building will be erected for KBID (TV) scheduled to go on the air Jan. 15, but the station will erect its own antenna on the tower of KMJ-TV, currently in operation.

"Big Mo"

275,000 Watts
Non-Directional E. R. P.

will be poured in to the close-in metropolitan area to fill all nulls and to give super power reception to apartment houses, tall buildings, etc. in all directions. 214,000 watts E. R. P. will be beamed to the surrounding area.

Power-Packed "Big Mo" is a Big Value Buy Because:

600-foot Tower Centrally Located

Near Forest Park IN St. Louis

ABC-CBS Network Shows

Phone, wire or write

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

CHANNEL 36 **SAINT LOUIS**

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

'Feature Foods' Plan To Be Offered by WGN

A FEATURE FOODS merchandising plan will be extended to WGN Chicago advertisers effective Jan. 1 exclusively, without cost under a contract signed by the station with Radio Features Inc., that city. Plan was announced Dec. 10 by Frank P. Schreiber, manager and treasurer of WGN Inc.

It was understood Radio Features Inc. no longer will offer benefits to advertisers on a specific program. The firm was reported altering its merchandising service in a move to expand to other markets.

It has been carried on WLS Chicago since 1934, with Martha Crane as homemaker. The Feature Foods tag will be dropped from the WLS broadcasts.

The four-point WGN merchandising plan will offer additional benefits at no premium rate for any spot time or program periods available on the station, according to William A. McGuineas, commercial manager of WGN Inc.

This includes: (1) point-of-purchase merchandising in 300 stores; (2) 125 special displays in high traffic stores; (3) 75 days of promotion events in corporate chains and large supermarkets, and (4) a confidential report on these activities twice in each 13-week circle.

New England Tv Exhibit Set Feb. 5-7 in Mass.

A NEW ENGLAND Television Exposition to bring the public up to date on advances made by the tv industry in that part of the country, will be held Feb. 5-7 at the Worcester, Mass., Municipal Auditorium.

Among the exhibits will be tv set displays and New England's electronics contributions to television. Guest appearances of television stars are scheduled. A number of the exhibits will have exposition visitors participating. Some of the participating exhibits will be on a program titled, "What Makes the Nation's Tv Industry Tick."

Salisbury Broadcasting Corp., owner of WWOR-TV Worcester, is co-sponsoring the event. Vice President Ansel E. Gridley is serving on the Exposition steering committee.

KPHO to Move Studios To Allow KPHO-TV Growth

KPHO Phoenix, Meredith Publishing Co. outlet, will house its radio facilities in new studios in the downtown Hotel Westward Ho, Dick Rawls, KPHO general manager, said last week. He said the move will be completed in several weeks and that the new studios will be of the "fishbowl" variety, allowing guests to view all am programming.

KPHO-TV will remain in its present bulding adjacent to the Hotel Westward Ho and will use the space vacated by the radio move for further tv studio and technical expansion, it was announced.

KUDL Bans Capitol Discs

KUDL Kansas City, daytime music and news station, has banned playing of Capitol Records discs, according to David M. Segal, general manager of Mid-America Broadcasting Co., which operates six stations. The ban was issued Mr. Segal said, "due to the lack of cooperation of Capitol distributors in supplying affiliated stations under KUDL ownership of the gratis record service."

CAKE-CUTTING ceremonies are held by these executives of General Teleradio Inc. and WOR-AM-TV New York at start of the stations' transmission from the Empire State Building Dec. 12. L to r are Gordon Gray, newly appointed vice president of General Teleradio and in charge of WOR-AM-TV; Thomas F. O'Neil, president of General Teleradio, and James M. Gaines, vice president of WOR-AM-TV, who is resigning to become vice president-general manager of WOAI-AM-TV San Antonio, effective Dec. 31 [B•T, Nov. 16]. NBC Film Division presented the cake.

If Granted, Frazier to Head St. Louis Ch. 11 Station

HOWARD S. FRAZIER, head of the radio-tv station management consulting firm bearing his name, has been appointed by 220 Television Inc. as general manager of the firm's proposed tv station in the event it is successful in the St. Louis vhf ch. 11 contest. Mr. Frazier would move to St. Louis and acquire about 10% interest in 220 Television.

Ch. 11 hearing is set Dec. 31 among 220 Television, CBS' KMOX, St. Louis Amusement Co. and St. Louis Telecast Inc. Latter has petitioned FCC to dismiss the CBS bid as contrary to the new multiple ownership rules [B•T, Dec. 7, Nov. 30]. 220 Television's proposal to hire Mr. Frazier as manager was disclosed in an amendment to its application.

WNHC-TV on 2 Channels Until Official Switch

WNHC-TV New Haven carried a special half-hour program last Tuesday night dedicating its new facilities on ch. 8 [B•T, Dec. 14]. From that time and continuing for 10 days, the station will operate on both chs. 6 and 8 by authority of FCC. Starting at 10 p.m. Dec. 25, the station will operate exclusively on ch. 8.

WEAM Acquires New Space

WEAM Arlington, Va. (Washington, D. C. area), has acquired nearly 2,000 square feet of office space at 13th and G Sts. Northwest, Washington, for expansion purposes and will house its executive and sales offices and new auxiliary studios at the new location, Harold H. Thoms, president, Arlington-Fairfax Broadcasting Co., licensee, said last week. The 5-kw independent's site in Arlington also will be retained, he said. WEAM is applicant for uhf ch. 20.

Congressional Committee Tv Makes First Denver Visit

FIRST telecast of a Congressional hearing in Denver took place Dec. 12 during a 10-hour inquiry by the Senate Judiciary Committee into Federal Judge Willis Ritter's charge that the FBI was not allowed to question jurors in a U. S. Attorney's investigation of the Smaldone jury-tampering case.

KLZ-TV Denver (ch. 7) said it carried the entire hearing and KBTV (TV) there (ch. 9) reported it picked up the hearing at 10 a.m. and carried it to its conclusion at 8:30 p.m. KLZ-TV said it furnished video to KBTV during the hearing, conducted by Sen. William Langer (R-N. D.), committee chairman.

KLZ-TV said the *Denver Post* described the telecast as a "brilliant professional production," and that the *Rocky Mountain News* there called it "the greatest show on Denver television so far."

KBTV newscaster Bill Michaelsen filled in with narration for that station during recesses and lulls in the proceeding, with James Butts, engineer in charge, Robert Lebsock, video engineer, and W. L. Murray, producer, handling technical details for KBTV.

WARM-AM-TV Plans Center

UNION Broadcasting Co., Scranton, Pa., operators of WARM-AM-TV Scranton, announced last week the company has taken a long-term lease on a building at 333 Madison Ave. in that city, and is converting it into a television and radio center. William M. Dawson, general manager, said all departments are expected to be installed in the new center by Jan. 15. WARM-TV (ch. 16) is slated to begin operation in early January. The station is affiliated with ABC-TV.

WCRB Goes 'Good' Music

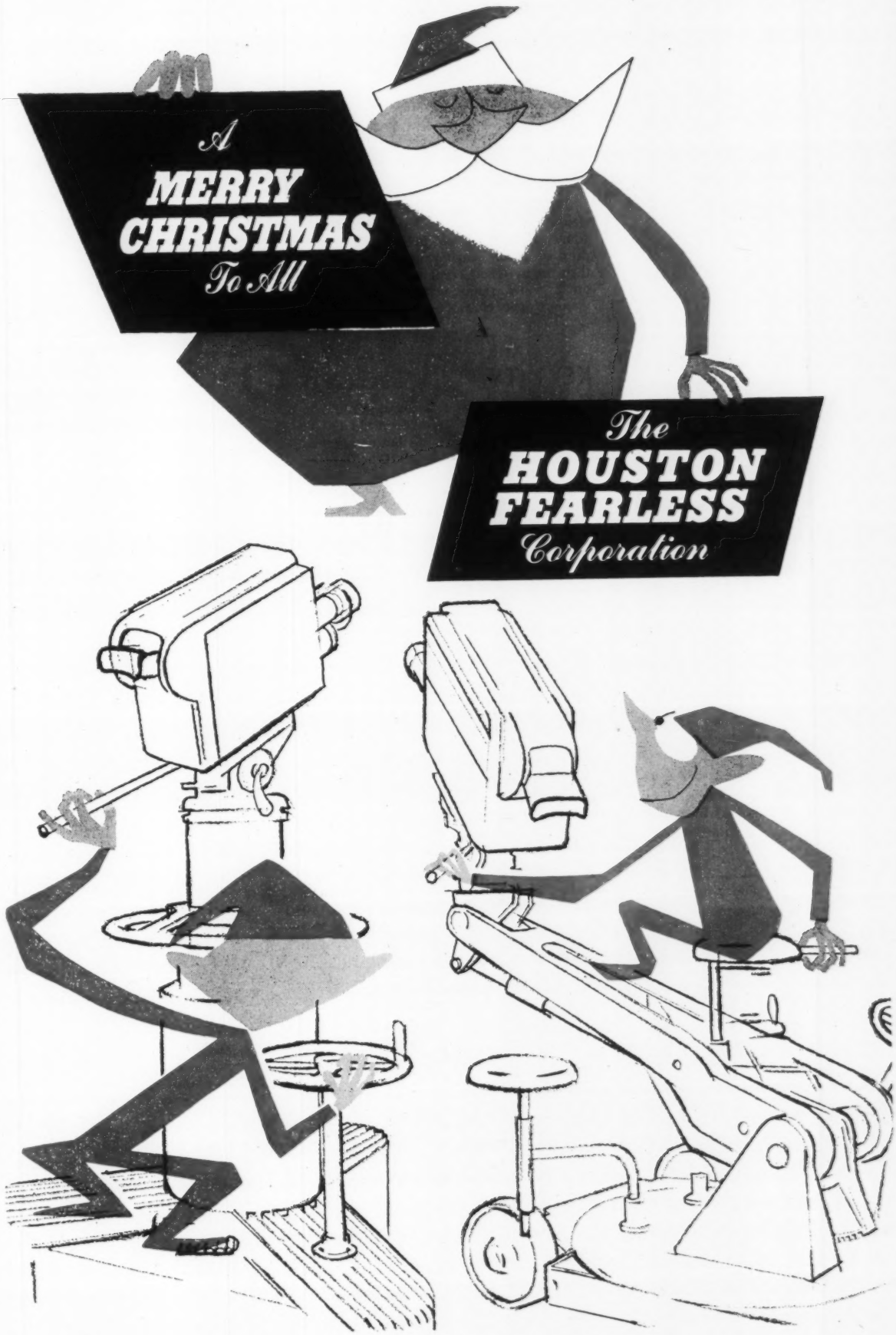
WCRB Boston announces it has discontinued "jazz and disc jockey programs" from its daily broadcasts and is programming classical or "good" music. Station, operating on 1330 kc with 1 kw, claims to be the only "am radio station in the Greater Boston area with programs devoted entirely to 'good' music. It is on a sunrise to sunset schedule but has an application filed with FCC to broadcast during nighttime hours with a strengthened signal.

How Much?

EASTERN Oklahoma Television Co., permittee for a vhf ch. 10 outlet, near Ada, Okla., has a rate card problem—what to charge? To solve it, the firm is going to the people who should know an honest value and a fair price.

In a letter to 100 top advertising agencies, Vice President Bill Hoover points out that the planned station will be of a "regional nature, will emit 252 kw of video signal and 141 kw of audio signal from an antenna height 750 ft. above average terrain. To date there are no stations of this power operating in the entire Southwest."

With the letter is enclosed market data on the station's coverage area and a blank rate card, with a request that fair and equitable prices be filled in. From the returns, average rates will be computed to serve as the station's national rate card, according to Mr. Hoover.


A
MERRY
CHRISTMAS
To All
The
HOUSTON
FEARLESS
Corporation

Mason, Poyner Elected To WPTF Positions

Two station executives elected to board of directors in elevations announced by WPTF Board Chairman S. B. Coley.

ELECTION of Richard H. Mason as president and general manager of WPTF Radio Co. (WPTF Raleigh, N. C.) and Graham B. Poyner as vice president and assistant general manager was announced Dec. 11 by S. B. Coley, president of Durham Life Insurance Co. and chairman of the board of WPTF Radio Co. Mr. Mason previously had held title of vice president and general manager, while Mr. Poyner was program manager.

Mr. Mason

Mr. Coley's announcement followed meetings of the stockholders and the board of directors at which Henry Hulick, WPTF chief engineer, and R. W. Youngsteadt, sales manager, were elected to the board.

Flying Farmers

WLWT (TV) Cincinnati was host to more than 40 members of the Ohio chapter of Flying Farmers, who arrived in 20 light planes to visit the tv station Dec. 5. They attended a noon broadcast of *Everybody's Farm* from the Crosley farm on the outskirts of the city and that evening were special guests at the weekly *Midwestern Hayride* show, making Bill Thall, the show's star, an honorary Flying Farmer.

WATV (TV) Newark-New York contract with Weed Tv Corp. is signed by (l to r) Joseph J. Weed, Weed Tv president; Irving R. Rosenhaus, WATV president-general manager, and Murray Grabhorn, WATV sales manager.

Minors' Spokesmen Suggest Cut of Majors' Radio-Tv

MINOR league baseball clubs should be cut in on proceeds from major league radio and television coverage, two officers of the Wisconsin State league have recommended.

The officers were Duane Bowman, president, and George Calhoun, secretary-treasurer, of the Class D league which has agreed to suspend operations next year. They said a share policy would save minor league baseball.

The Wisconsin league will suspend its operation in 1954 because of financial difficulties of some of its teams which blame an attendance drop on major league radio-tv broadcasts into their areas. Their complaints reportedly center on regional radio networks used by some major league clubs.

KEYT (TV) Tells Success

KEYT (TV) Santa Barbara, Calif., which went on the air last July 26 on vhf ch. 3 with "an unusual amount" of business scheduled from opening day through October, now is carrying 102 network, national and regional accounts and 87 local advertisers in three area counties, Colin M. Selph, president, has announced. Mr. Selph said the station used extensive promotion and in October showed a profit from its 64-hour weekly operation. Additional revenue is booked through January, he said.

WSOK Moves, Adds Fm

WSOK Nashville, Negro-audience station there, has moved its studios to a modern quonset hut building at its riverside transmitter site, 400 Davidson St., and has gone on the air with WSOK-FM, which will be on 20 hours daily in addition to WSOK's sunrise-to-sunset am schedule, according to H. Calvin Young Jr., president.

WWRL-FM Takes the Air

WWRL New York's new fm affiliate, WWRL-FM, last Monday began operation on 105.1 mc with an effective radiated power of 20 kw. WWRL-FM will operate from 6 p.m. to midnight, Monday through Sunday, featuring light classical music and news. Edith Dick, manager of the stations, said programming will be independent of WWRL. Addition to WWRL's announcing staff of Dick Dowling, formerly with WORC Worcester, and Charles Corson, previously with WIND Chicago, was announced.

WEFM (FM) Goes Hi-Fi

WEFM (FM) CHICAGO has completed "100% conversion" to high fidelity broadcasting, Ted Leitzell, manager, has announced. He said hi-fi receivers on the market today make possible greater fidelity than from any am broadcasting station, with frequency range from 20 to 20,000 cycles per second. The station also is equipped to air hi-fi tapes. The changes were made at the Field Bldg. transmitter with refinements in pre-amplifier circuits and installation of Cobra-matic tone arms, according to Ross Utter, chief engineer of the Zenith Radio Corp. outlet.

Benedict Heads KFH Sales; Cotton, Others Promoted

BRYCE BENEDICT, KFH-AM-FM Wichita account executive for the past two and a half years, has been appointed general sales manager of the stations, Frank V. Webb, KFH vice president and general manager, said last week. Mr. Benedict, besides his work at the station, is active in civic affairs, Mr. Webb said. Mr. Webb also named Larry Cotton as the station's regional sales manager, and appointed George Derry, Bill Post and Wesley Pelsue Jr. as account executives.

Mr. Benedict

TALKING over plans for St. Louis Cardinals 1954 baseball on KXOK St. Louis are (l to r) Elzey Roberts, KXOK Inc. board chairman; August Busch Jr., president of the Cardinals and of Anheuser-Busch which will sponsor for Budweiser beer, and C. L. Thomas, KXOK general manager. Budweiser also will sponsor St. Louis U. Billikens basketball on KXOK [B•T, Nov. 30].

STATION SHORTS

KOA-TV Denver has made arrangements with *The Denver Post* for full and exclusive tv use of news and feature photographs taken daily by *Post* photographers, and for use of *The Denver Post* library.

WOW-TV Omaha began using International News Service facsimile Nov. 24. Station is first in its area to offer viewers this service, WOW-TV reports.

WFTV (TV) Duluth, Minn., moves to 232 East Superior St.

WJR Detroit appoints Campbell-Ewald Co. as its advertising agency, effective Jan. 1.

REPRESENTATIVE SHORT

WBEL Rockford, Ill. (Beloit, Wis.), appoints Hal Holman Co. as national sales representative in all markets effective Jan. 1.

DEC. 21 1953

FIRST ANNIVERSARY

AND A YEAR FULL OF FIRSTS FOR WSBT-TV

FIRST
UHF on the air in Mid-America!

FIRST
UHF live studio telecast—anywhere!

FIRST
UHF to feed programming to a VHF station!

FIRST
UHF remote telecasts of basketball!

FIRST
UHF origination of college football!

FIRST
To televise four 1953 home games of college football!

FIRST
Closed-Circuit coverage of college football practice!

There are 84,120 authenticated Channel 34 sets in the WSBT-TV Northern Indiana-Southern Michigan coverage area (through November, 1953). And South Bend's own viewers are FIRST in the Nation in Effective Family Buying Power. This rich market is yours with WSBT-TV.

WSBT-TV
CHANNEL 34
SOUTH BEND, IND.
CBS · NBC
DuMont · ABC

Owned and operated by
The SOUTH BEND TRIBUNE

Get the full story from PAUL H. RAYMER COMPANY, INC., National Representatives

JUSTICE SAID PROBING NETWORK RIGHT TO PACKAGE FOR ONLY ITS FACILITIES

Is a network restraining trade when it packages and sells a show which may be used only on its own facilities? The Justice Dept. is reported asking questions on the subject. FCC's 1946 programming 'Blue Book' seems to favor the network, but there is some packager and agency opposition.

THE JUSTICE DEPT. was reported last week to be probing quietly into the question of networks' right to package and sell programs on their own facilities.

Although both Justice Dept. and network sources maintained silence, it was understood Justice Dept. representatives had made discreet inquiries apparently as part of an exploration to determine whether restraint of trade might be involved in network ownership of programs which are sold for sponsorship only on the owning network.

The reports immediately called up recollections of the "talent bureaus" which networks once operated but, under some governmental duress, ultimately disposed of. Network attorneys, however, said they could see no similarity between the questions involved in the talent bureau case and any that might be raised—they didn't concede that any had been—in connection with network ownership of package programs.

FCC on Record

In fact, if the Justice Dept. is suspicious of network ownership of programs, the networks would appear to have another governmental arm—the FCC—on record on their behalf. In its famed "Blue Book" on programming, which aroused general broadcaster ire when issued in March 1946, FCC wrote:

A device by which some networks and stations are seeking to prevent program imbalance is the "package" program, selected, written, casted and produced by the network or station itself, and sold to the advertiser as a ready built package, with the time specified by the station or network. In order to get a particular period of time, the advertiser must take the package program which occupies that period. This practice, still far from general, appears to be a step in the direction of returning control of programs to those licensed to operate in the public interest. . . .

The question of program packaging by networks as opposed to agencies and independent packagers has cropped up intermittently over a long period.

It came up, for instance, during the Assn. of National Advertisers' convention in Chicago in September, at which time Robert E. Kintner, ABC president, answered with an expression of his views that the melding of various creative abilities is the solution [B•T, Sept. 28]. He made clear his belief that no single program entity—the networks, the agencies, or the independent packagers—can alone handle all programs; that there is room for all and a need for all; and that it is ABC's policy to allocate good programs to prime time, regardless of their ownership.

The question received lengthy treatment during the eastern annual conference of the American Assn. of Advertising Agencies in New York in November [B•T, Nov. 30].

Rodney Erickson of Young & Rubicam, leading off a discussion of agencies' contributions to package tv programming, maintained that while most nighttime tv shows are produced by talent agencies or package producers, "57% are controlled by networks and the advertisers cannot move these shows to another network."

Mr. Erickson continued: "The reason for this is quite simple. The package producer would prefer to work directly with the advertising agency, but, in most cases, he is tempted to deal with a network to secure a time period, capital necessary to make a pilot film or kinescope, or to join with the network sales staff in selling his program to advertisers.

"Whatever or how good the reason, the advertiser is unable to improve his time position by moving his show to another network should a more advantageous time period become available, or to reduce his costs through competitive bargaining. This is a problem that cannot be solved today, but, must be faced time and again by all agencies. . . ."

John Gibbs, head of his own package program production firm, told the AAAA group:

. . . The degree to which the networks have been able to sell you their shows doesn't make sense to me from the very foundations of the advertising agency business. To how many clients and products does a network have to be faithful? Count the number of competitive cigarette programs on one network; the number of food, soap or beer programs; can you even get the time signals on one network from the same watch? Certainly not. During one break, time is dispensed by Gruen; the next, by Bulova; then Benrus is likely to grab the works, or maybe chronoscope. I don't know how Father Time feels about this, but it's all gravy to the network.

I hope the network sells all the time signals and all the TIME it has, and to all the clocks, beers, cigarettes, and soups it can. The point I make is that so long as the network is renting stages out, renting time and space, fine; it offers those commodities on an equal basis to all, with no favoritism, and no divided loyalties.

But when the network steps over that line, and becomes a competitive producer—competitive with agencies and with package producers—it has automatically split its loyalties. You, the agencies, can't take competitive products; the networks produce and sell shows to your competitors! In addition to this, they serve in the curious and double role of landlord to some shows, and producer-landlord to others.

If this sounds as if I'm against the idea of the networks being in the package business, I'm glad. That's what I meant to say. I think they all sell the finest air there is, I think their transmission is lovely; and all kidding aside I have the deepest respect for their public service programs, news coverage, and that sort of thing which they can do in a free and independent fashion. But I know they can't give you, the agencies, the kind of service, nor the soundly commercial shows, that we, the package producers, can and do give you. . . .

'Agencies Our Market'

Speaking for the network side at the AAAA session, Harry Ommerle, CBS-TV program director, denied that networks are competitive with agencies.

"Agencies are our market," he asserted. "We get our advertisers through them."

He contended that the reason agencies don't produce their own tv shows is that only networks can maintain the staff of approximately 1,500 persons that is required—a number which he said will be expanded as color tv develops.

Mr. Ommerle praised the agencies for providing commercial programs that get big station hookups and for supplying constructive criticism for the network producers. From these standpoints, he said, "to go it alone without the help of the agencies would be murder."

THREE-year contract, involving approximately $1,500,000, which gives NBC exclusive radio-tv coverage rights to annual Rose Bowl football game [B•T, Dec. 14], is negotiated by (l to r) Lewis S. Frost, director of public relations, NBC Western Division, with Harry Hurry, president, Pasadena Tournament of Roses, and Victor O. Schmidt, Pacific Coast Conference commissioner.

Howard Succeeds Yourd In CBS Radio Programs

APPOINTMENT of Henry Howard as director of business affairs, network programs, CBS Radio, effective Jan. 1, was announced last week by James M. Seward, administrative vice president of CBS Radio.

Mr. Howard succeeds Kenneth L. Yourd, who has resigned to become treasurer, business manager and legal counsel of the Educational Television and Radio Center, Ann Arbor, Mich., which will provide programs for educational stations throughout the country.

Mr. Seward also announced Kenneth R. Craig has been named director of business affairs, network programs, CBS Radio in Hollywood and Anne Nelson has been appointed associate director under Mr. Craig. Mr. Craig previously was associated with the Central Division of CBS Radio in Chicago, most recently as executive to the vice president in charge. In February he took over the added duties of manager of operations for WBBM-TV Chicago.

Mrs. Nelson, who has been assistant director of CBS Radio business affairs in Hollywood, joined the network in 1945.

Buy XETV

CATCH THE EYES AND EARS OF THE SAN DIEGO MARKET

*-for less money!

FOR INSTANCE, IN SAN DIEGO
*20 SECOND CLASS A
ANNOUNCEMENTS COST

XETV	(ONE TIME RATE)	$80.00
STATION B	" "	$120.00
STATION C	" "	$100.00

REPRESENTED BY

WEED TELEVISION

NEW YORK CHICAGO DETROIT
SAN FRANCISCO HOLLYWOOD
BOSTON ATLANTA

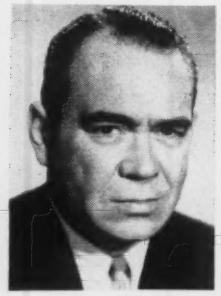
XETV
4233 PARK BOULEVARD
SAN DIEGO 3, CALIFORNIA

*-and just check our current ratings!

VAN VOLKENBURG CALLS TV 'TEACHER'

CBS-TV president describes video as an 'extension school of democracy' in commencement address at the U. of Minnesota.

TELEVISION'S role as an "extension school of democracy" that is stimulating millions to become interested in government, arts and sciences, and the general pursuit of knowledge was stressed by J. L. Van Volkenburg, CBS-TV president, in a commencement address prepared for delivery at the U. of Minnesota last Friday night.



Mr. Van Volkenburg

"Television is today—and probably always will be—primarily a medium of entertainment," he said, "But after only six years it appears as an extraordinary school in many specific ways: It has enormous 'enrollment,' with television sets in more than 27 million homes—more than half of all the homes in the country. 'Attendance' is seven days a week, over the entire year. And the average family devotes almost five hours a day to television—a longer time than to any other leisure activity.

"Television can accelerate instruction and make full use of the most modern classroom methods. Its 'teaching aids' are among the most effective in all education. Not only is there sight, sound and motion—for purposes of demonstration—but there are techniques of dramatic presentation for greater retention of facts and ideas."

'From Higher Base'

While television "will never supplant the exchange of ideas in the classroom or the influence that scholars bring to teaching and learning," Mr. Van Volkenburg continued, "it can convey a subject's fundamentals both to increase the viewer's general information and enable formal instruction to start from a higher base."

He said television's "most valuable contribution to democratic culture" is in what it has done and will do to create "a more personal interest in government, greater insistence on higher professional and ethical standards of officials, and more representative administration of American democracy."

He stressed the cultural values which can be offered by programs that are primarily entertainment, noting that "the production of 'King Lear' was seen by a larger audience than all audiences that have seen it since it first appeared. A performance of ballet, like 'Billy the Kid,' was seen by more people than have ever seen modern ballet in theatres; and *Studio One*, a drama workshop which presents distinguished modern plays, is viewed by some 14 million every week."

Mr. Van Volkenburg pointed out that tv is opening libraries, museums, and laboratories to mass audiences, and reviewed plans for CBS-TV's production of *The Search* series in cooperation with 26 leading universities.

Color tv "will be an invaluable teaching aid," he observed, adding that in both color and black-and-white "our primary goal will continue to be—to win and hold audience attention, and then to present programs of increasing cultural value, anticipating rising standards of taste. It is in this way, we believe, that television will contribute most to general education, and that education will bring still greater strength and meaning to American democracy."

He voiced belief that "television and education will be increasingly concerned with each other through the coming years," and that "what each will contribute to the other may prove quite as significant as any other development in our national life."

Fifth 'Years of Crisis'

FIFTH annual *Years of Crisis* broadcast will be presented on Jan. 3 on CBS Radio, 10-11 p.m. EST and on CBS-TV, 3-4 p.m. EST under sponsorship of the American Oil Co. Participating on both the radio and television program will be CBS correspondents stationed all over the world, who will be flown to New York to join Edward R. Murrow in a round-table discussion.

Production, Research Changes Made by MBS

REALIGNMENT of production responsibilities in the program department of MBS and appointments in the network's research and station relations departments highlighted a series of changes announced last week.

Julius F. Seebach, MBS vice president in charge of programs, announced that Rocco Tito, a member of the production department since 1949, has been named executive producer. He formerly had been assigned primarily to the production of the network's regularly scheduled sports features.

Mr. Seebach also reported the appointment of Richard Sassenberg of MBS' traffic department to the post of production supervisor, and of Frank Miller, MBS night program supervisor, to assignments and schedules manager.

Messrs. Tito and Sassenberg will report to Program Operation Manager Harold R. Wagner, and Mr. Miller to Les Learned, manager of the program traffic department.

Appointments in the research department, announced by Richard Puff, director of research, were those of Henry Poster to manager of the presentation department and of Walter Stein to manager of research. They will report directly to Mr. Puff.

Mr. Poster has been with Mutual since 1943 and served for the past four years as manager of research. Mr. Stein joined the network in 1943 and has served in a variety of research posts.

Charles Godwin, MBS director of station relations, announced that Charles King, general manager of WKAL Rome, N. Y., has been named to the post of station relations contact for the network. His appointment will take effect on Jan. 4.

Sarnoff Expects RCA Net Of $34.7 Million in '53

BRIG. GEN. David Sarnoff, chairman of the boards of RCA and NBC, estimated last week that RCA's net income for 1953 will be approximately $34.7 million and that broadcasting (NBC) would account for about 15% of this total.

Addressing the New York Society of Security Analysts on Monday, Gen. Sarnoff predicted RCA's gross sales for the year would be around $830 million, with about 20% derived from broadcasting.

The full breakdown of total sales was given as follows: Manufacturing, 70%; broadcasting 20%; communications 5%, and all other activities 5%. For net income, the breakdown was: manufacturing, 70%; broadcasting 15%; communications 5%, and all other activities 10%.

Gen. Sarnoff said that in the past seven years net income to RCA from its patent licensing activities has averaged $3.5 million a year, and is expected to be about $2.5 million this year.

Electronics industry volume will reach $8 billion for 1953, Gen. Sarnoff added, with $3 billion accounted for by radio-tv, divided 55% tv and 45% radio.

With reference to the electronics industry generally, he envisioned a time when everything now electrified will be "electronified." Whatever size the industry attains in the next few years, he said, more that half its products will be products that do not exist now. He anticipated important growth in color tv, use of transistors, magnetic tape recording, industrial television, microwave relay communications, atomic energy program, and calculators, among others.

Government business, he said, will account for about $160 million this year, or about 19% of total sales, and is expected to be larger next year.

B & H Absorbs Mfg. Firm

BELL & HOWELL has exercised an option to purchase all outstanding capital stock of the Three Dimension Co. of Chicago, makers of slide projectors and tape recorders, the company has announced. Purchase is effective Jan. 5. TDC will operate as a Bell & Howell division. It has specialized in conventional slide projectors and stereos and in new lines of recorders and combination stereo table projector-viewers.

Anchor Vhf-Uhf Tuner

UHF RECEPTION with the same efficiency and tuning ease of good vhf receivers is the claim made for a new vhf-uhf tuner developed by Anchor Radio Corp. Anchor claims the tuner suppresses radiation and provides a high gain rf amplifier offering a signal boost on uhf channels. Device incorporates three tubes, an rf amplifier, a mixed amplifier and a local oscillator, but no crystal diode.

Emerson Sales Record

DISTRIBUTOR sales of Emerson tv receivers to dealers during the week ending Dec. 4 were highest in past three years, S. W. Gross, vice president in charge of sales said Monday. Sales during that week were said to have topped previous high week in three-year period by 11%.

WESTINGHOUSE SEES RECORD '54 SALES

Despite stiffer competition sales will pass record $1.6 million expected in 1953, President Gwilym Price says in forecasting what the upcoming year holds for WEC.

WESTINGHOUSE Electric Corp. sales for 1954 are expected to surpass the company's anticipated record $1.6 billion sales for 1953 despite stiffer competition for new business, Gwilym A. Price, president, predicted in a year end statement last week.

Mr. Price said the increased 1954 billings will result from the steady growth of the electric utility industry and from greater production made possible by Westinghouse's continuing postwar expansion program.

He said 1954 will be a "good" year in industry, despite economists' predictions of a slight decline in overall business activity and new problems to be faced by business in 1954, among them taxes, stiffer competition, new products, integration of expanded production facilities and continued production of complex defense equipment. He said the continued increase in use of electric power is expected to maintain Westinghouse sale of heavy apparatus at 1953 rates.

Greater Output

Westinghouse in 1954 will have additional manufacturing capacity, will add home air conditioning and new traffic appliances to its products and will expand distribution, he said. Mr. Price cited among Westinghouse 1953 highlights the selection of the company by the Atomic Energy Commission to build the first large-scale industrial power reactor for the first civilian atomic power plant and said the event may prove to be as important to the company as its organization in 1886.

In 1953, Westinghouse spent a record $75 million on research and development and $190 million in the company's $296 million expansion program expected to be completed in 1955, Mr. Price said.

Tv on the Road

TELEVISION sets will be "hitting the road" in increasing numbers. An announcement from CBS-Columbia noted that the company has completed negotiations with Pacemaker Trailer Co., Elkhart, Ind., to provide tv receivers with an all-channel device as standard built-in equipment for "mobile homes" (preferred term for "trailers"). According to J. F. White, manager of CBS-Columbia contract sales department, this marks the first time tv units have been designed especially as original equipment for mobile homes. It was reported by CBS-Columbia that about one and one-quarter million Americans are year-round residents of mobile homes.

Avco Executives Forecast Stiffer Competition in '54

YEAR-END statements by executives of the Avco Mfg. Corp. last week projected a high level of sales activity for the appliance industry, including radio and television receivers, during 1954 but coupled it with a warning that competition will be stiffer and mergers, consolidations and outright sales will increase.

James D. Shouse, vice president and general manager of the Appliance and Electronics Division, expressed the belief that consumer buying will continue at the same high levels of the last few years, but added that competition will become more brisk. He said that the intensity of competition will result in a reduction in the number of manufacturers through consolidations, mergers and outright sales as "more and more companies strive to expand to full-line operations."

'Violently Competitive'

L. F. Cramer, vice president and general manager of Avco's Radio and Electronics Division, echoed Mr. Shouse's sentiment by saying that 1954 will be for radio and television "the most violently competitive year that ever has been faced by the industry."

Mr. Cramer voiced the opinion that color will "actually stimulate the sale of large screen black and white receivers" when the public "learns the truth about color." He said it will be at least five years before color broadcasting makes "sufficient progress in programming to stimulate receiver sales in the volumes we have experienced in black and white television."

RCA Honors Folsom At 10th Year Fete

SOME 375 key figures of the electronics, business and industrial, government and professional fields honored RCA President Frank Folsom at a dinner given by Brig. Gen. David Sarnoff, chairman of the RCA board, at the Waldorf-Astoria in New York last Monday night to mark the 10th anniversary of Mr. Folsom's association with RCA.

Guests at the stag dinner included top-echelon executives of all operating divisions of RCA-NBC plus approximately 200 leaders of the radio-tv-electronics field, general business and industry, government, journalism, and the clergy.

Reviews RCA Progress

Gen. Sarnoff reviewed RCA's progress since Mr. Folsom joined the company, lauding him as an outstanding merchandiser, salesman, and executive. Both he and Mr. Folsom, who responded with a brief speech in which he paid tribute to Gen. Sarnoff, stressed the "team" qualities of the Sarnoff-Folsom operation.

John T. Cahill, counsel and a director of RCA, was toastmaster, and NBC announcer Ben Grauer was M. C. for an entertainment program which featured Rise Stevens, Robert Merrill, Sid Caesar and Imogene Coca, and Eddie Fisher.

Mr. Folsom joined RCA in December 1943 as vice president in charge of the RCA Victor Division. He subsequently became executive vice president in charge of that division, and about five years ago was elevated to the RCA presidency.

New Filters Announced

AVAILABILITY of high pass filters to cope with interference problems of the 40 mc intermediate frequency of uhf and vhf receivers has been reported by R. L. Drake Co., Dayton. Growing interference is due in part, firm said, to the high sensitivity of tv sets and low rejection at the 40 mc IF band. "Adding to the problems are the construction of higher power police transmitters and the new radio paging stations in the region of 40-47 mc," the firm explained, announcing its filters are available now from over 800 parts distributors.

Transmitting Equipment

SHIPMENTS

Station	Power	Band	Use
Allen B. DuMont Labs			
KFBC-TV Cheyenne, Wyo.	5 kw	tv (ch. 5)	new station
KULA-TV Honolulu	5 kw	tv (ch. 4)	new station
Gates Radio Co.			
KGFW Kearney, Neb.	250 w	am	replacement
KPAL Palm Springs, Cal.	250 w	am	replacement
KNCK Concordia, Kan.	500 w	am	new station
Radio Corp. of America			
KARK-TV Little Rock, Ark.	25 kw	tv (ch. 4)	new station

ORDERS

Allen B. DuMont Labs			
KFBB-TV Great Falls, Mont.	5 kw	tv (ch. 5)	new station
WQED (TV) Pittsburgh, Pa.	5 kw	tv (ch. *13)	new educational station

Audio Devices Tests Change In NARTB Tape Standards

REVISION of the NARTB standard reel for audio tape is being tested by Audio Devices Inc., in cooperation with stations, according to C. J. LeBel, vice president of the firm.

The change would cut the 0.345" distance between the inner surfaces of reels to 0.270". This reduction in the clearance (tape averages 0.247") is said to eliminate bouncing of tape, especially in fast rewinding. The uneven wind may lead to edge fray and poor storage characteristics, according to Mr. LeBel.

A. Prose Walker, NARTB engineering manager, said his department is investigating Mr. LeBel's proposal. The NARTB Recording & Reproducing Standards Committee, which has drawn up audio standards having worldwide recognition, has not been active in recent months.

Audio Devices has offered to supply two reels with 0.270" hubs to stations or studios requesting them, merely asking reports on performance.

S. O. S Catalog Offer

FOR the film minded, S. O. S. Cinema Supply Co., New York, announces it is offering an 80-page catalog, "Film Production Equipment." The catalog, according to the firm, presents more than 1,000 different items (with prices) and more than 300 illustrations of tv equipment and lighting supplies of interest to stations and producers as well as other film producing firms. Catalog can be obtained at no charge by writing to S. O. S. Cinema, Dept. E, 602 52d St., New York City.

MANUFACTURING SHORTS

Stewart-Warner Electric, division of Stewart-Warner Corp., has announced five new table model radios, four of them featuring indicators for civil defense broadcasts for use in case of emergency. Prices range from $19.95 to $39.95. Company also announced availability of a new 17-inch table model tv set capable of receiving both vhf and uhf stations.

Channel Antenna Corp., N.Y. appoints Bing Crosby Enterprises Inc., L.A., as exclusive west coast distributor to handle their new all channel, motorless, all direction antennas.

Boonton Radio Corp., Boonton, N. J., announces a new Type 513-A Q-Standard which provides accurately known Q and reactance for precise measurements; the unit also offers convenient means for checking over-all Q Meter performance.

Orradio Industries Inc., Opelika, Ala., announced last week the development of Irish-Reel-Tab for indexing sound tape reels. The Reel-Tab is offered free to professional tape users and may be obtained by writing company at T-120 Marvyn Road, Opelika, Ala.

Tech-Master Products Co., N. Y., announced the introduction of a uhf Selector which is said to assure owners of any 630-type television receiver, as well as those who own Tech-Master receivers, Models 2430, 2431P, 2430-9, 1930 and C-30 full 70 station coverage on the uhf band.

Alden Products Co., Brockton, Mass., has issued the 1954 edition of its handbook, "Ideas-Techniques-Designs" providing new data and planning sheets on plug-in packages and basic chassis for unitizing equipment and giving it 30-second interchangeability.

M. C. Jones Electronics Co., Bristol, Conn., has issued new catalog containing information on use of each series of RF power and VSWR instruments, absorption-type RF wattmeters, RF load resistors, station guardians and Micro-Match accessories.

Cast Optics Corp., Riverside, Conn., announces release of new catalog describing and illustrating applications of clear cast thermoset "Cocor" sheets.

Newark Electric Co., Chicago, has published "The Complete Electronics Reference Book," catalog #56.

The James Knights Co., Sandwich, Ill., announces FCC approval of its new G-12 broadcast crystal unit for standard broadcast transmitters, having no auxiliary oven or other means of temperature control.

The Daven Co., Newark, N. J., announces its newest hermetically-sealed resistor network, type 1169, designed to be plugged into standard octal sockets, available in completely matched sets of resistors, interconnected as desired.

Miller Radio Products, L. A., has released #154 Tv Replacement Guide.

The Clough-Brengle Co., Chicago, announces new model 411 oscillator suitable for making measurements requiring sine wave signal over range from 20 cycles to one megacycle.

Boonton Radio Corp., Boonton, N. J., announces new line of inductors, type 590-A, designed for use in Q circuit of company's Q meters type 170-A and type 190-A.

Berkeley Scientific (division of Beckman Instruments Inc.) announces double pulse generator model 4904, providing source of single or paired pulses for laboratory testing of electronic pulse circuits such as counters, gates, switches and amplifiers.

Audio-Master Corp., N.Y., has released new catalog describing complete new line of equipment, ranging from small phonograph to powerful transcription player combination with P. A. system.

The James Knight Co., Sandwich, Ill., has introduced new crystal in its G-9 series available with flexible mode crystals from 4-80 kc.

Amperex Electronic Corp., N.Y., announces new edition to its line of twin tetrode tubes, type 6360.

Beam Instruments Corp., N.Y., announces to broadcasters availability of new acoustical Quad II amplifiers for monitoring purposes.

Eastern Precision Resistor Corp., N. Y., announces line of environment-protected, precision wire-wound resistors, N-Caps.

Ampex Corp. will demonstrate high speed duplication of recorded magnetic tapes on other tapes, rather than on pressed disc records, at L. A. Audio Fair next year. Demonstrated equipment will reproduce single or dual tracks at 60 feet a second, or two hours of program material on a 1,200-foot tape in four minutes

FIRST CHOICE AGAIN!

GPL

WNCT picks GPL cameras for TOP QUALITY PLUS ECONOMY

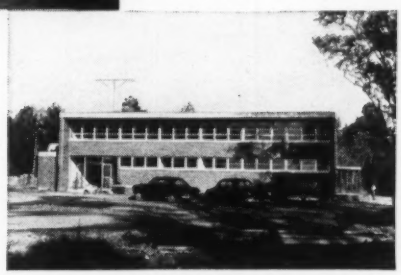
■ WNCT goes on the air in Greenville, N. C., with GPL studio and film equipment. On Channel 9, WNCT covers the rich eastern North Carolina tobacco and agricultural markets totaling close to 1,000,000 people.

"In this type of market," says A. Hartwell Campbell, general manager of WNCT, we shopped for not just quality but economy in cameras. That was a big factor in picking GPL.

"We checked with other stations, some with GPL chains, some with other makes. They confirmed our decision GPL was the best. The price was competitive, but we got all the GPL extras from picture quality to ruggedness, plus the economy mainly made possible by remote control operations.

"GPL projectors were the logicial choice, to give us quality plus economy again for films as well as live shows."

TV equipment that produces the best picture, and still gives a station owner economy, deserves consideration. Try these cameras, under your own operating conditions. Study the remote control features and compare operating costs. You'll discover how GPL can save you money . . . with the best.



Malcolm Nicholson, film editor of WNCT threads one of two GPL PA-100A projectors used by WNCT. Projectors have 4,000-foot capacity, and are remotely controlled.

WNCT's home nears completion in Greenville. Station has 100,000 watt video signal and 50,000 watt audio. The antenna towers 874 feet above the surrounding terrain.

WNCT engineers Bill Elks (left) and Heber Adams during practice sessions before completion of 35 x 50-foot studio. Lens change, focus and iris adjustment can be handled from control room, at any time as desired.

A phone call, wire or letter will bring complete information on cameras, projectors, transmitters, the new Watson-GPL vari-focal lens and all other TV equipment for studio or field.

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

GPL

Export Department:
13 East 40th St., New York City
Cable address: Arlab

Cable address: Prelab

Camera Chains • Film Chains • Field and Studio Equipment • Theatre TV Equipment • GPL-Continental Transmitters

with complete fidelity, according to company officials. The firm will also display home stereophonic sound set-ups and continuous tape players capable of furnishing eight hours of music without changing.

Arrow Audio Center, N. Y., distributor of high fidelity components, has completed its 1954 Audio Handbook, which will be mailed free upon request. Address is 65 Cortlandt St., N. Y. 7, N. Y.

Sealelectro Corp., New Rochelle, N. Y. (producers of Teflon feed-through and stand-off insulators), appoints Conrad R. Stassner Co., L. A., representative in Southern Calif., Arizona, Nevada and New Mexico.

Phaostron Co., South Pasadena, Calif. (resistors, meters, relays and other electronic precision items) appoints Frank A. Emmet Co., L. A., as representative in California and Arizona.

LFE Inc. (Laboratory for Electronics) Boston, (oscilloscopes and other precision instruments), appoints The Kittleson Co., Hollywood, as representative in Calif., Arizona, New Mexico and Nevada.

Campbell Industries Inc., Chattanooga, Tenn. (deposited carbon resistors), appoints Conrad B. Strassner Co., L. A., as sales representative in Calif., Nevada, New Mexico and Arizona.

RCA Engineering Products Div. has issued a 28-page catalog describing new low-loss 3⅛ and 6⅛ inch coaxial transmission lines and fittings and accessories, with complete tables for efficiencies for chs. 2 to 83, and for distances from 100 to 1,600 ft. Catalog is obtainable from Broadcast Equipment Sales, RCA Victor Div., RCA, Camden, N. J.

AFM OPENS TALKS WITH RECORDING FIRMS; RADIO, TV NETWORK PARLEYS NEXT

Talks by the musicians union with recording and transcription companies are a forerunner to negotiations with radio and tv networks next month. Demands for more wages and contributions to AFM's fund seen.

AMERICAN Federation of Musicians (AFL) formally opened its negotiations for new contracts in the entertainment industry last week by launching talks with recording and transcription industry representatives as a forerunner to discussions with radio and television networks next month.

AFM's three-year contract with radio and tv networks expires Jan. 31, with negotiations expected to begin about Jan. 15. It is believed demands by AFM negotiators from the networks will be shaped by conditions agreed upon in talks with the recording and transcription companies, particularly on wages and contributions to the Music Performance Trust Fund.

Although details on negotiations with the recording and transcription industries were not released, it was reported AFM is pressing for an increase in both wages and fund contributions. The current rate is $41 for a recording session and it is believed AFM is seeking a boost to $56, plus an increase in tax on royalty paid for records to be earmarked for the fund. It is estimated the fund raises about $1½ million a year, which is used to provide free music to the public and give musicians work.

In this connection, the AFM established in its last contract with radio and tv networks [B•T, March 19, 1951] the principle of employer contributions to the fund. Under that agreement, networks must pay the fund 5% of the gross revenue from the sales of television films. It is conceivable AFM may demand a boost to the fund, as well as a general wage increase, in view of the pronouncement of President James C. Petrillo last summer that he intended to take "a new, hard look at television's practice of supplanting live musicians with canned music."

1951 Pact

Negotiations that led up to the present contract between AFM and the radio and tv networks were stormy and protracted, with agreement reached March 14, 1951, following expiration of the old contract the previous Jan. 31. The settlement was effected in the face of a strike vote by both the New York and Los Angeles locals, with Mr. Petrillo asserting afterward he would have ordered a strike "if I could have won it."

The contract, signed March 30 and made public in detail in late April 1951 [B•T, April 30, 1951], provided for a basic 15% wage increase for staff musicians and two weeks vacation with pay. Salaries for a 25-hour week for staff musicians in New York were set at $220.17 and in Los Angeles at $132.25.

Petrillo Tells 'Ike' Tv Trips Up Musicians

SERIOUS music in America "is on its last legs," James C. Petrillo, American Federation of Musicians president, told President Eisenhower at the White House Monday, blaming television for many music troubles. "Television is doing a job against us," he told newsmen after the interview. "You sit by the tv set at home and you just sit there—you don't want to get out. I don't know how long that is going to last, but I hope it's not too long."

Mr. Petrillo said he was worried because no Broadway movie house has a stage band and much of television's music is "canned." Besides blaming unemployment among musicians on television, he said repeal of the Federal amusement tax would provide work for 25,000 more musicans. He urged the President to provide Federal funds for over 100 "little symphonies" now having trouble in cities under 300,000.

Asked about the President's reactions, Mr. Petrillo said he was given ample time to tell his story and found him "very sympathetic" to his proposals.

ABC Clerks Pick NABET

ELECTION held Dec. 8 in Los Angeles by National Labor Relations Board to determine classification of 105 ABC Western Division office clerical employes resulted in NABET receiving 59 votes as against 22. Another 16 votes are challenged by ABC. NABET said it would open contract negotiations shortly.

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You can soon get LIVE CLEARANCE for your TV network programs in the nation's 27th retail market.

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WREC

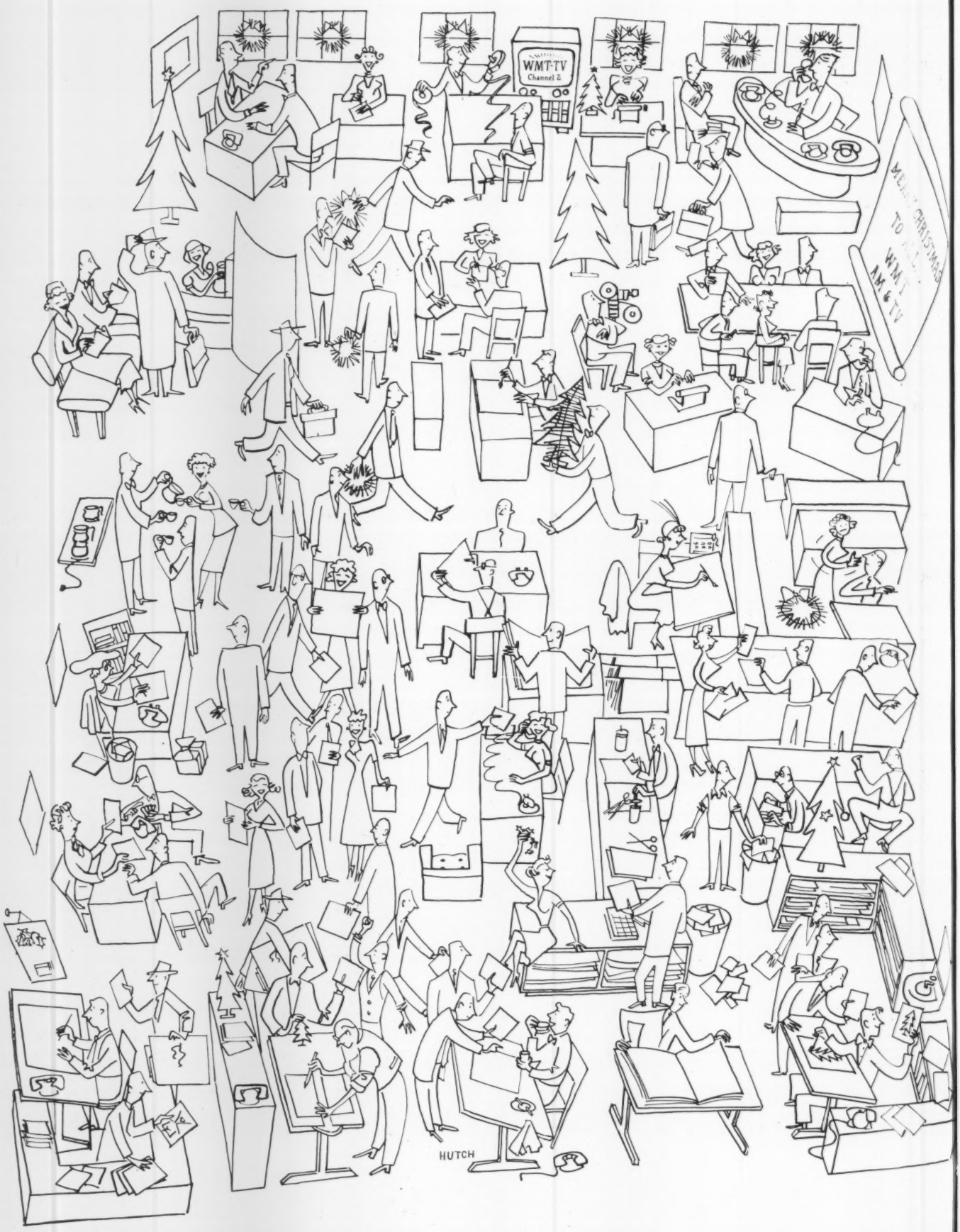
. . . . . the winner in every Competition!

Hooper, Pulse and Standard Audit & Measurement Survey unanimously acclaim WREC as Memphis' most listened-to radio station. Survey after survey confirms this fact. Join the list of advertisers who gain "better half" coverage of both the rural and metropolitan audience in the $2 billion Memphis market with a single schedule on WREC. Surprisingly, rates are 10% LESS, per thousand listeners, than in 1946! Call your Katz man now!

WREC 600

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY . . . Affiliated with CBS Radio—600 KC—5,000 Watts


WMT-TV
Channel 2
HUTCH

features

- 1954: Crisis year for tv set makers. Page 78.
- This fm operator believes in doing things himself. Page 80.
- How banks build business by television. Page 82.
- Tv kitchen shows: Established and expanding. Page 84.

How One Station Uses Facsimile

WITHOUT taking on an extra hand or changing the work schedule of any member of his six-man staff, news director Bill Ellison, of WHBF-TV Rock Island, Ill., has found a way to show the latest world news in pictures. Mr. Ellison turns out three tv newscasts a day and averages more than 20 pictures to a 12½-minute program.

He announced these achievements after the installation at WHBF-TV of United Press facsimile.

"WHBF-TV was UP's first client for facsimile service, following the perfection of its method. It transmits fax pictures with the same facilities and at the same time the photographs are moving on the Telephoto network."

Mr. Ellison said that trying to find a way to make use of newspictures that was simple, thrifty and yet attractive was no easy task. yet that he believed WHBF-TV was meeting all three requirements.

WHBF-TV's news chief gave this sketch of how he handles the UP facsimiles: The news editor checks the United Press radio news wire against the pictures received on the facsimile machine and against the UP facsimile editor's schedule of pictures coming up. Then the machine is cleared and the pictures are cropped for mounting. At WHBF-TV, they are scotch-taped on old transcriptions that have been squared off to make a level base. After the script is ready, the mounted facsimiles are placed in the order of showing and taken to the projection room, and there set up on a table, facing the camera at lens distance. A member of the production staff flips the disks forward, dropping them flat as he follows a copy of the script.

Here's how WHBF-TV puts UP facsimile newspictures on the air. Pictures are mounted on old transcriptions like one held by Bob King (l), engineer. Tv camera, operated here by Earl Hill, is set so facsimile fills screen.

"Simple?" said Mr. Ellison. "Yes, it is. But it works. The steady stream of UP facsimiles and news on the 18-hour schedule permits WHBF-TV's staff to edit, produce and deliver our three tv newscasts a day—in addition to 11 radio news programs—without missing a stride."

1954: Crisis Year for Tv Set Makers

By David H. Cogan

President, CBS-Columbia

THE year ahead will be the most critical that the television receiver manufacturing industry will have to face in the next five years.

The fight for a greater percentage of the industry's business will bring set makers into the keenest competitive era they have experienced in the industry's seven year post-war history.

With this anticipated stiff competition ahead, every segment of the receiver industry will have to place more emphasis on planning, watch costs more closely and prepare extensive advertising promotion campaigns, combined with a return to hard selling techniques.

While personal disposable income is at an all-time high, desire must still be built up within the public's mind to spend that money and use it to buy television receivers.

Heretofore, industry efforts have been aimed at production records. In 1954 the industry must switch its emphasis to selling!

There are upwards of 20,000,000 American homes still without television. These home units represent a tremendous market and challenge to the industry.

Important selling factors that the industry must stress in 1954 include:

1. Good sound systems, taking advantage of the current interest in high fidelity.
2. Improved cabinetry design to coincide with the greater appreciation by the public of better interior styling.
3. Creation of dissatisfaction with old, small screen, obsolete receivers.
4. General reliability of television receivers.
5. The tremendous amount of entertainment and education now provided by the nation's broadcasters in their daily schedules.

Schools, stores and other public places represent an enormous potential market for the wide-awake dealer and distributor.

In 1954 the industry should be able to sell some five million black and white receivers. The 21-inch size sets will account for 70% of the total; 17-inch will be 20% and other sizes will make up the remaining 10%. Console models will be the most popular types in 1954.

Regarding color television production, the industry should be able to make over 100,000 color receivers within one year of the approval date by the FCC.

Three important problems facing the industry in producing color video sets are engineering, testing and the establishment of efficient production techniques.

MR. COGAN

Another important factor is that once color receivers get out into the field, servicemen would need extensive equipment and considerable re-training to service them properly.

CBS-Columbia plans to introduce two closed-door color television console models, each with a 15-inch tube. Thirty days after approval date by the FCC our division will turn out engineering samples of the color sets, and approximately 90 days after the approval date our Long Island City plant will be in pilot production on color receivers.

The price of our color receivers will be approximately $1,000.

It will be two to three years before the industry will be able to offer color receivers at retail prices between $500-$600.

Color television would have only a short term effect on black and white receiver sales. The industry will experience a situation directly paralleling that of radio some years ago when television was introduced. There was a short lull in radio sales because of the novelty of television. However, once the novelty wore off, radio set sales went back to their normal state.

There may be a temporary drop-off in black and white sales. However, once the novelty of color television has worn off, monochrome sales will go back to their regular levels. A big factor in this will be the higher prices of color receivers.

The radio set industry can look forward to a banner production and sales year in 1954. The industry should top, easily, the sale of 14 million radio sets, which was projected for 1953.

In 1954 we will see increasing popularity of clock and portable radios and demand for quality high-fidelity radio-phonograph combination units.

The public will always appreciate good sound.

TV CAUSES REAL ESTATE RUSH

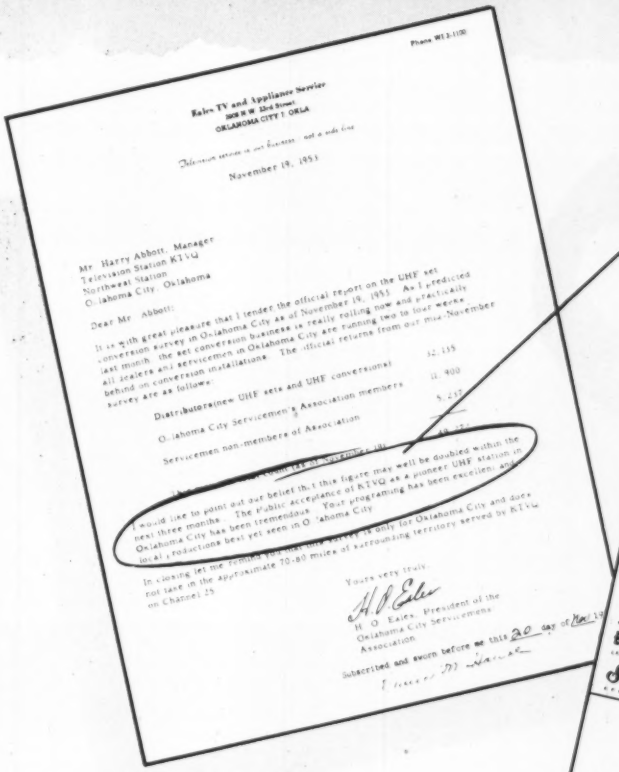
A QUARTER-HOUR television show on WDEL-TV Wilmington, Del., was credited with a surge in sales in which 22 homes were sold in a 450-home development by Lee & Kornreich, builders.

Irving S. Lee of the building firm said hundreds of people inspected the $11,000 and $14,500 homes at Chestnut Hill Estates, Newark, Del., over the weekend following the tv show, which was aired at 7 p.m. on a Friday and starred Beatrice West, New York color consultant and interior designer, with Chet Smith of WDEL-TV as moderator. Since the show, sales have averaged almost 10 houses a week, Mr. Lee said.

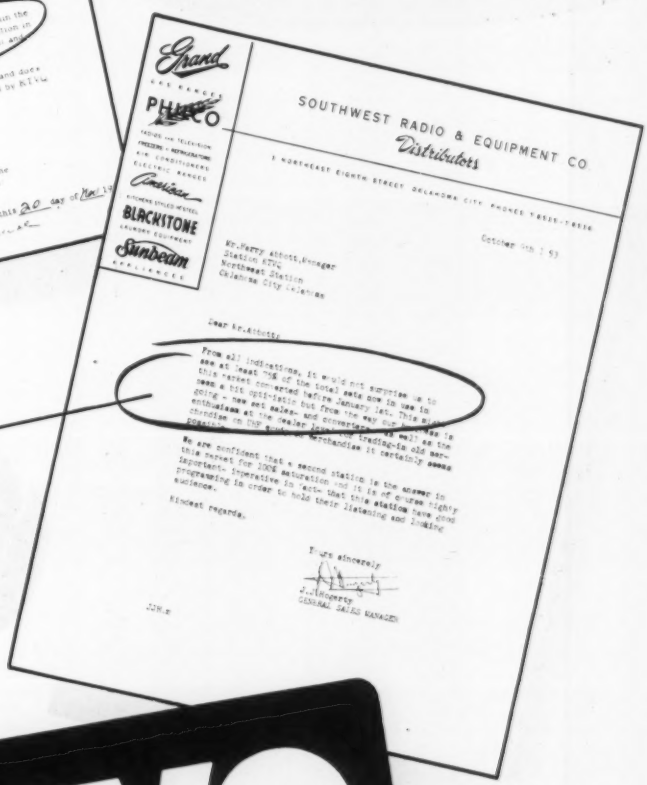
Commenting on the heavy traffic in inspection of the homes, caused by the television show, Mr. Lee said many were turned away but returned later. He said the tv show was a test to determine whether it would pay Lee & Kornreich to sponsor a 13-week tv show.

Praising radio, too, Mr. Lee said Lee & Kornreich bought a half-hour on WDEL before opening the homes and on opening day had an announcer with a roving mike interviewing people. "Since that time, we've been using spot announcements regularly," he said.

AUDIENCE? yes indeed!



I would like to point out our belief that this figure may well be doubled within the next three months. The Public acceptance of KTVQ as a pioneer UHF station in Oklahoma City has been tremendous.



From all indications, it would not surprise us to see at least 75% of the total sets now in use in this market converted before January 1st.

KTVQ

ABC-TV • CBS-TV
INTERCONNECTED

OKLAHOMA CITY
CHANNEL 25
JOHN ESAU, President

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MUrray Hill 9-2606

CHICAGO 1, ILLINOIS
35 E. Wacker Dr.
RAndolph 6-6431

SAN FRANCISCO, CAL.
110 Sutter St.
EXbrook 2-3407

HOLLYWOOD, CAL.
Equitable Bldg.
GRanite 1480

A Drastic Answer To Labor Problems

By Leo Kovner

As chief engineer, station owner-manager Ray Torian sets the control board of KNOB (FM) Signal Hill, Calif., for his daily six-hour stint as the station's disc m.c.-announcer.

RAY TORIAN is general manager of KNOB (FM) Signal Hill, Calif. He is also owner, sales manager, account executive, chief engineer, copy writer, announcer, disc m.c., janitorial staff, the collection department and anything else one can name in a one-man radio station operation which grosses $6,000 to $7,000 annually.

"Some operators might laugh because they couldn't even open their doors for that," he admits, "but it's all relative. I have no payroll or large expenses, so if I do $500 a month in sales, I'm OK."

KNOB's story begins in 1947, when Mr. Torian and partner Jay Tapp, of T & T Measurements Co., Hollywood radio consulting engineer firm, with their own hands started building the transmitter building, upon FCC approval. In April 1949, KNOB went on the air, operating on a schedule which varied daily, according to the flow of business.

The partners continued their engineering firm and most station duties fell on Mr. Torian. Finally, three years later, Mr. Torian bought out Mr. Tapp's interest in the station. At the same time, he sold his interest in T & T to Mr. Tapp and thereafter devoted full time to the station.

All Music Station

KNOB has a simple program format, music and more music. Program director Ray Torian schedules no newscasts. "Sure, I know my listeners will turn to other stations for the news. But I also know that afterwards they'll turn back to KNOB, where they know they'll find music," he says. Only interruptions to the music, outside of commercial spot announcements, are public service and special event interviews.

Sometimes unforeseen events do interrupt the music. KNOB's transmitter building is in the rich oil fields near Long Beach. When a well across the street caught fire, announcer Ray Torian was able to give his listeners a vivid description of the scene from the front window. On another occasion, a crew drilling for oil 30 feet from the building made so much noise, he adopted the project and issued daily progress reports on the drilling to his listeners, as well as walking out the rear door for interviews with the drillers.

But KNOB was primarily a music station from the start. In 1949, when most fm stations offered classical music, KNOB played dixieland, swing and popular music to establish its identity. Now, with many of his competitors gone, it features equal parts of popular and classical music. During its six hour daily, seven day weekly schedule, the station broadcasts popular music from 3 to 6 p.m.; dinner music from 6 to 7 p.m., and classics and serious music from 7 p.m. to sign-off at 9 p.m. The Long Beach public library prepares the classic program from its record library and permits sales manager Ray Torian to obtain sponsors, provided the sponsors are "in good taste."

The greatest number of KNOB advertisers are local merchants, ranging from hot dog stands and Italian restaurants to department stores and automobile dealers. Of these, only one or two sponsor an entire program, with the rest of the station's revenue coming from participations and spot announcements.

However, as program director, Ray Torian restricts spots to a maximum of one for every two records. With more than that, the station loses listeners and good will, he believes.

In still another executive capacity, promotion director Torian uses several gimmicks to help sales manager Torian sell time. The station has given large electric clocks to advertisers, but more recently KNOB has started giving fm radio sets. This scheme is close to Mr. Torian's heart, as it stimulates advertising and increases his audience simultaneously.

Fm is far from dead in the Los Angeles area, Mr. Torian states, and points to a survey earlier this year by Long Beach City College which indicated that 25% of Long Beach (1950 population, 250,000) set owners have fm. He can also point to KNOB *Platter Party*, all-request record program, where as disc m.c., he answers the telephone 25 to 50 times in a half hour. This proves, "Someone's out there listening," he says, massaging a weary ear. But most important, he can point to satisfied advertisers, who readily admit to account executive Torian that spots on KNOB attract customers.

The normal business day of the young station owner starts at 8:30 a.m., when he arrives at KNOB business office in Long Beach. There he spends an hour or so at his desk work, then as account executive goes out to visit his clients.

After lunch, the station owner abandons his duties for a two-hour siesta, perhaps the most unusual managerial activity in American broadcasting. At 3 p.m., chief engineer Torian opens the station and as disc m.c., starts spinning records until 9 p.m., when KNOB signs off and the staff goes home.

Relief Workers

Mrs. Torian, whom Ray met after broadcasting a Red Cross blood donor plea, acts as music librarian and office worker. Most Sundays a college boy takes over the station while Mr. Torian enjoys a day off.

What lies in the future for KNOB? For one thing, Mr. Torian has an application before the FCC for an am station on Signal Hill. If it is granted, at first he plans to operate the two stations simultaneously, keeping the same all-music programming, later splitting operations of the fm and the am stations. Of course, this would mean the end of one-man operation, Ray Torian realizes, as he would have to increase his staff.

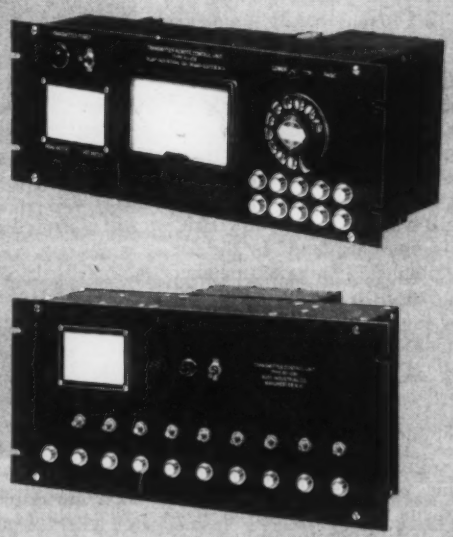
As to the future of fm generally, he believes it's good. "We estimate almost 5,000 fm sets are added each month to our market. And the current hi-fi interest is helping us expand, because it is primarily fm. Now that the big manufacturers and the advertising agencies have had a look at the business fm is pulling, they're very interested," he says dryly.

Multiplexing (playing two or three separate programs from one transmitter and on one broadcasting band) is also important in Mr. Torian's view of the future. "This allows stations to realize income from other sources — subcarriers — while programming their regular shows to the public.

RUST HAS SOLD MORE BROADCAST REMOTE CONTROL SYSTEMS THAN ALL OTHERS COMBINED

WHY?

oldest in experience!
most for your money!
most flexible!
most dependable!
most capacity!
most copied!



and now

NO ADJUSTMENTS
NO TUBES TO FAIL
NO DELIVERY DELAYS
EASIER TO INSTALL

RUST LED THEM ALL IN DEVELOPMENT
RUST LEADS THEM ALL IN VALUE AND QUALITY

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the rust industrial company, inc.

608 WILLOW STREET — RUST INDUSTRIAL CO. — MANCHESTER, N. H.

Among up-to-date banking institutions the stodgy ways of subdued promotion are on the wane. Bankers are using modern merchandising techniques to support their television advertising.

Banks Build Business on Television

ONLY a few years ago, a bank bold enough to advertise on radio or television considered it was merchandising its program from stem to stern if it placed a discreet card in the bank's side window calling attention to the program.

Today, most bank managers feel this type of thinking goes with the days of stand-up bookkeepers' desks, high collars and cuspidors. Bank managers in increasing numbers are becoming as expert in merchandising and promotion as anyone else using television and radio.

For example, in two such far-apart towns as Dallas and Buffalo, banks are sponsoring Ziv Tv's *I Led Three Lives*, and the programs are being merchandised in roaring campaigns that network press departments would be proud to claim as their own.

The result? New accounts, letters of inquiry and many pats on the back.

And in Phoenix, Ariz., the First Federal Savings & Loan Assn. has met a great deal of success with its *First Federal Ranger*, a locally-produced children's show on KPHO-TV. *Ranger* is "merchandised" by the participation of "Ranger" youngster-members in the show and through special events. The *Ranger* show has just entered its third year and to date more than 3,000 members of the piggy-bank set have appeared in weekly performances.

Ranger Roundups

The *Ranger* show, during the first nine months of this year, brought 1,900 new "Ranger" accounts into First Federal at an average of $45 each, according to Joseph G. Rice, First Federal president. Mr. Rice said much of the association's $30 million assets are due to the "Ranger" accounts, around which First Federal has built an organization of more than 8,000 steady savers.

The banks using the Ziv show, Mercantile National of Dallas and Marine Trust of Western New York, both report a "considerable upsurge in checking accounts" directly attributable to sponsorship of *I Led Three Lives*, according to Ziv account executives Phil Williams in Dallas and Leon Bernard in Buffalo. They both worked with the bank officials on the campaigns.

Ray L. Miller, vice president of the Dallas bank, said bank officials are enthusiastic over public response to the program and the bank's promotion. As a result, the bank is bringing to Dallas in January, Herbert Philbrick, whose story of nine years as an undercover agent for the FBI in the Communist Party is dramatized in *I Led Three Lives*. The part of Mr. Philbrick is played by Hollywood star Richard Carlson.

Mr. Philbrick's Dallas visit will be preceded by a special promotion campaign by the Mercantile Bank and WFAA-TV, which carries the program. His appearances at Dallas will be supported by newspaper advertising, on-the-air announcements and radio and tv guest spots.

In Buffalo, the program is on WBEN-TV. There, the Marine Trust of Western New York highlighted an intensive week of promotion by arranging for Herbert Philbrick to appear before civic groups. He also spoke to the Greater Buffalo Advertising Club, and received full coverage by the *Buffalo Evening News* and *Courier Express*.

Part of the Mercantile bank's Dallas promotion was display of signs like one in picture on tellers' windows, announcing bank's sponsorship of Ziv show.

Marine Trust also placed newspaper ads, publicity stories and listings in the Buffalo press to capture public interest in the show. A story and ad in *The Mariner's Log*, the bank's house organ circulated to employes and customers, also built anticipation for the tv series.

The Mercantile National Bank of Dallas, through Ratcliffe Advertising Agency, backed the show's premiere with heavy promotion using all media. The two-week build-up campaign started with one column teaser ads in the *Dallas Morning News*. In the second week the teasers blossomed into larger ads. A six-column ad was run in the Sunday *News* when the show premiered.

The Mercantile Bank Building featured a liberal exposure of posters, signs and folders. Radio spot announcements made by Mr. Carlson were broadcast.

The bank used a special "Three Lives" stamp on all outgoing mail, as well as colorful envelope stuffers.

Bank employes previewed the show at a special meeting, and each volunteered to call five people the night of the first telecast to remind them of the show. A later check showed 500 employes made more than 1,900 calls to friends and neighbors. Many of the employes and all executives held tv parties to stimulate viewing.

Ted Barrett, *Dallas Morning News* promotion director, and Vice President Miller participated in the opening commercial of the first telecast. The newspaper published Mr. Philbrick's book, *I Led Three Lives*.

Quick Response

Public response was not long in coming. One commercial had been devoted to explaining the bank's thrift-plan, and the next morning people started coming in to open new accounts, saying they had seen the idea presented during the *I Led Three Lives* telecast.

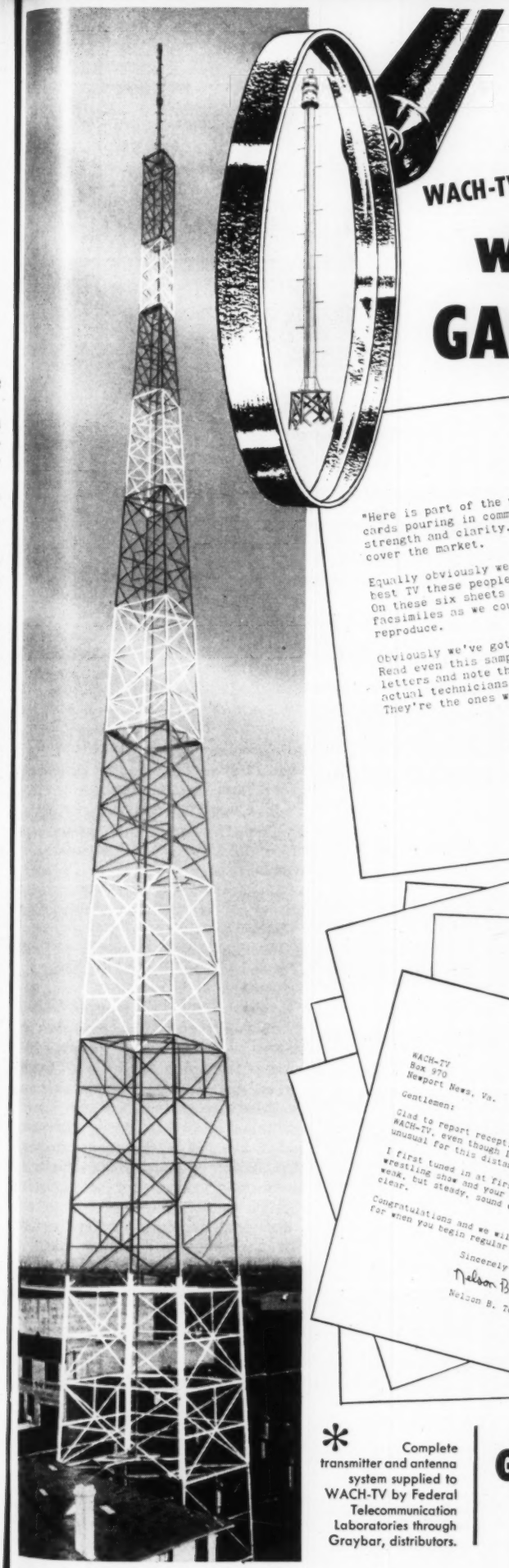
The bank also received many letters and postcards praising the bank for its public service in bringing the timely anti-Communist series to Dallas.

In commemoration of its 100th telecast, KPHO-TV's *First Federal Ranger* has just held a celebration for "Ranger" membership. Much of the show's success is credited to similar active events and privileges accorded the member-youngsters.

One of the show's prime attractions is a "western" character named "Gold-Dust Charlie," complete with battered Stetson and burro. His western philosophy and elaborate stories, according to the bank, "are coupled to a savings theme in the language the children can understand."

The show maintains a simple format, featuring the children as savers and entertainers, rather than building up a special "star" personality. A "Ranger Lady" tags the program weekly, bringing latest Ranger news plus a pitch for new membership.

The show is among the top 15 tv programs in the Phoenix area, including network shows, according to results quoted from a Pulse survey. With it, according to KPHO-TV, First Federal expects to continue adding "steady savers" from "local shavers."



WACH-TV REPORTS-"we cover the market..."

with new high gain GABRIEL UHF ANTENNA

"Here is part of the many letters and cards pouring in commending our signal strength and clarity. Obviously we cover the market.

Equally obviously we cover it with the best TV these people have seen. On these six sheets are as many facsimiles as we could economically reproduce.

Obviously we've got something to sell. Read even this sample of nearly 100 letters and note that many are from actual technicians and TV servicemen. They're the ones who know."

Cordially,
Fred Clair
Frederic F. Clair
Station Manager

1028 Webb Ave.
Burlington, N. C.
Oct. 11, 1953

WACH-TV
Box 970
Newport News, Va.

Gentlemen:

Glad to report reception on channel 33 WACH-TV, even though I know that it is unusual for this distance.

I first tuned in at first part of wrestling show and your picture was weak, but steady, sound was good and clear.

Congratulations and we will be looking for when you begin regular programs.

Sincerely yours,
Nelson B. Teal
Nelson B. Teal

ITS SIGNAL POWER... IS SELLING POWER!

Within a week after it went on the air, WACH-TV, Newport News, amassed a well documented sales story for powerful promotion of its market coverage. When it requested audience reports on reception, acclamatory letters and cards poured into the station. Many from technicians and TV servicemen, all enthusiastic about signal strength and clarity — and from as far as Burlington, N. C., 179.5 miles from transmitter site!

HOW NEW GABRIEL UHF ANTENNA* COVERS WACH-TV's MARKET

■ **DELIVERS** 20,000 watts ERP, visual — at 351 feet. Power gain of 24.3, rated power handling capacity 10 kw.

■ **NULL FILL-IN**, built in electrically, eliminates wide areas of low field strength and consequent multipath reflections.

■ **SIMPLY SUPERIOR!** — smooth, clean-cut structure integrates mechanical and radiating members. Result — a relatively low cost antenna which eliminates de-icing and field repair problems, has no insulator except for gas seal.

GABRIEL UHF ANTENNA CAN MAKE YOUR MARKET BIGGER!

Models available for all channels to meet requirements of big city or small community coverage. Null Fill-In and Beam Tilt optional on all units.

WRITE for Bulletin TV-213 or request recommendations to meet your specific requirements.

A GABRIEL PRODUCT

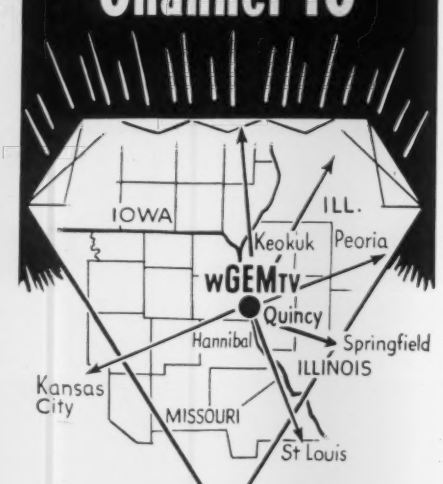
* Complete transmitter and antenna system supplied to WACH-TV by Federal Telecommunication Laboratories through Graybar, distributors.

GABRIEL ELECTRONICS DIVISION

Formerly Workshop Associates Division

THE GABRIEL CO., ENDICOTT ST., NORWOOD, MASS.

Cover this *Gem with Channel 10



WGEM
TV-AM-FM
QUINCY, ILLINOIS

*wGEM tri-state market

To make your sales sparkle in this tri-state area, use the GEM of an outlet . . . WGEM-TV, in the GEM city of Quincy, Illinois. It is the most powerful VHF station on the mighty Mississippi River between St. Louis and Davenport-Rock Island. The KGEM-TV market contains nearly 400,000 people with a spendable income of over half a billion dollars. Channel 10 covers this GEM!

POWER
50,200 watts
VHF

Channel 10

ABC NBC Networks
Represented by
WALKER CO.

wGEM-TV
QUINCY, ILLINOIS
JOSEPH BONANSINGA, GEN. MGR.

Tv Kitchen Shows: Established and Expanding

MILWAUKEE housewives cook by television these days. And the reason is WTMJ-TV's *What's New in the Kitchen* program with Berta Griem, now in its fifth year as one of the longest continuous tv food shows in the country.

Just recently a single mention of a recipe booklet attracted more than 9,000 requests, and a demonstration of a new cookie dough product more than doubled the sales in the Milwaukee area. In another instance, Mrs. Griem offered a new pastry recipe that brought 8,000 requests and because it required a couple of cakes of yeast for each batch stores quickly notice a big demand for yeast.

Mrs. Griem, WTMJ-TV staff home economist, has been conducting the program since its start in March of 1949. She needed little introduction to the television audience, particularly in the Milwaukee area, after more than 30 years experience as a home economics consultant.

What's New in the Kitchen is a 45-minute program presented six days a week at 11 a.m. It is a participating program that is "sold out" with 48 one-minute commercials a week, eight per day. There is a waiting list of advertisers.

Commercials are mostly "live" spots and must pertain to foods or items of kitchen use. Film spots are only accepted when they involve large pieces of equipment. The shows originate from WTMJ-TV's permanent kitchen studio.

This program easily tops all other WTMJ-TV local shows in mail response. Two features within one week in November alone brought more than 17,500 mail requests.

Mrs. Griem's guest on one program was Esther Easton of Oscar Mayer, who demonstrated their new ready made cookie dough product. A free booklet on holiday cookie ideas was offered and it resulted in some 9,000 requests for just one mention.

The mail response does not tell the whole story. Oscar Mayer had introduced the new cookie dough in the Milwaukee market three weeks before Miss Easton's appearance on WTMJ-TV. After the show the volume of sales for this refrigerated product doubled and salesmen couldn't keep up with the demand.

What's New in the Kitchen had been on less than a year when it became apparent that giving the recipes on the air did not completely meet the demand of viewers. Mrs. Griem had phone calls that lighted up the switchboard, and more mail than could be handled from viewers. They were mostly checking to see if they copied the recipes correctly.

Four years ago, WTMJ-TV decided to print the recipes used each week and make them available for 10 cents. Requests range from 1,000 to 1,500 a week, but the week in November that Mrs. Griem did a Danish pastry recipe, they hit 8,000.

A cookie demonstration by Esther Easton of Oscar Mayer on the *What's New in the Kitchen* program with Breta Griem (r) on WTMJ-TV resulted in more than 9,000 requests for a cookie ideas booklet after mention on one show

There were several reasons this recipe broke records. Mrs. Griem points out that Milwaukee likes sweet doughs and she saved it until close to the holiday season when they are most popular. The biggest factor that made it so appealing to housewives was that it could be prepared in less time than other pastry recipes.

The recipe was prepared by Mrs. Griem and her assistant, Nancy Vorpagel, from a Virginia pastry recipe which was a big hit at the National Restaurant Assn. convention in Chicago last May. They experimented with this recipe obtained from Procter & Gamble in order to change it from quantity by weight terms used by bakers to household terms and measurements. It was broken down to make it usable by homemakers.

Mrs. Griem calls upon experts from many lines of foods and kitchen equipment for special features on her program.

Eight different organizations are called upon for dairy features. They include the American Dairy Assn., Evaporated Milk Assn., Pet Milk, Wisconsin Dept. of Agriculture, Kraft, Treasure Cave Cheese, Sealtest and Borden. New methods for preparing dairy foods are offered.

Programs on selection of proper cuts of meat and new meat dishes are arranged with the meat departments of large chain stores in Milwuakee, the National Livestock and Meat Board, and meat packers.

Poultry representatives appear from the

Poultry and Egg National Board and the National Turkey Federation. Mrs. Griem also has as guests state poultry specialists and pheasant farm operators.

A big hit on *What's New in the Kitchen* are programs arranged in cooperation with the Chicago regional office of the U. S. Dept. of Agriculture in promoting plentiful and over production foods. They are popular because the average housewife is conscious of economical home cooking. This is also the case with programs arranged through the county agent's office on Wisconsin products.

Dietetic features are planned with the Wisconsin Dietetic Assn., dietetic internes of Milwaukee County Hospital and the dietetic department of the Veterans Administration. There are also shows by leading chefs from the Wisconsin Restaurant Assn.

Milwaukee has many nationality groups. To study foods in other countries, Mrs. Griem has traveled outside of the United States many times on her vacations. Last September she visited European countries. For foreign cookery shows she often calls upon the International Institute and Milwaukee housewives of different nationalities.

A GROWING number of the nation's light and power companies are carrying the story of today's typically American electric kitchen into the living rooms of Mrs. Housewife through the means of television.

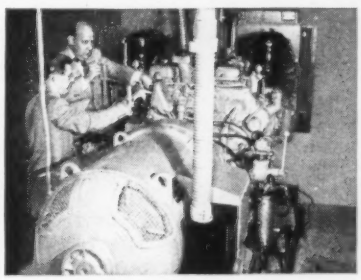
It's called *Tv Kitchen* and is being offered for primary sponsorship to electric light and power firms for first refusal. It subsequently will be made available directly to television stations for appliance and other similar types of advertisers, sometimes on a cooperative basis. A total of 29 utility advertisers thus far have definitely or tentatively agreed to buy the series and more companies are expected to commit themselves. Markets committed for December launching are Honolulu, Cedar Rapids, Columbus and Kansas City. In January debuts are scheduled for Fargo, Minot, Sioux Falls, St. Louis, Pueblo and Indianapolis.

The guiding hand behind this unique project is Kelsey-Tv of Madison, Wis., an organization that prepares syndicated advertising material for utilities, as well as spot announcements. Its *Tv Kitchen*, a 30-minute weekly kitchen show on film, is being produced with the cooperation of the electric utility industry. The first film in the series has been completed and already has been sold and received favorable comment.

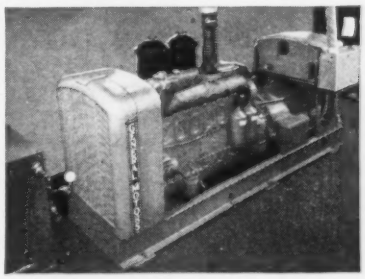
The preparation behind the series has been painstaking and reflects the concerted effort of electric industry advertising executives who banded together, under a steering committee, to help guide actual production. The premiere was held in Minneapolis Nov. 6 and drew half a hundred advertising and sales executives from such points as New York, Florida and California.

The story goes back to last October. After the steering committee was set up, Fenton Kelsey Jr., producer of the proposed series, announced that invitations for the premiere showing of film No. 1 had been mailed out to utility executives throughout the country. The audition took place at Minneapolis'

GM DIESEL *Stand-by* GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES . . . 16 to 275 H.P. MULTIPLE UNITS . . . Up to 840 H.P.

It pays to Standardize on

GM GENERAL MOTORS DIESEL POWER

Write for Generator Set Catalog 6 SA 20.

Hotel Radisson at a luncheon session for these executives and representatives of Kling Studios Inc., Chicago, which produces the film series.

Among the speakers was Harold Rowe, president of Ambro agency, Cedar Rapids, Iowa, who told why one of its clients, the Iowa Electric Light & Power Co., had purchased the series for showing on WMT-TV.

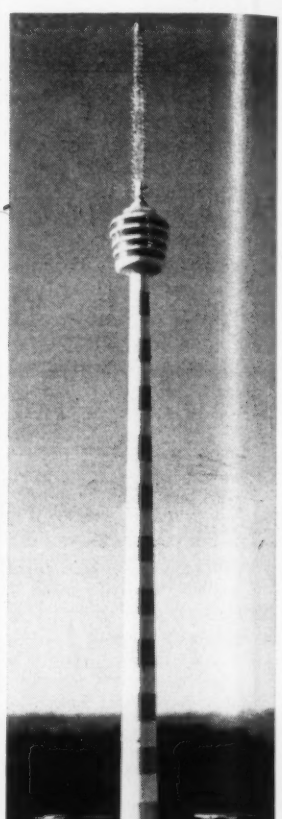
Among other companies whose representatives spoke out were Columbus and Southern Ohio Electric Co. (Stanley Dennis, sales promotion manager), Indianapolis Power and Light Co. (James Carvin, advertising director), Northern States Power Co. (Carl Bremicker, vice president), and Union Electric Co. of Missouri (Walter Heren, advertising and public relations director). A similar showing was held in Amarillo for southwestern sales and advertising executives.

Each film has a running time of 25 minutes and 50 seconds. The protagonist of this kitchen drama is Mrs. Florence Pierce, a home economist who is shown preparing a complete meal in her all-electric kitchen.

So gratifying has been the response to this novel series, according to W. M. Fraser, general manager of *Tv Kitchen*, that the series was previewed and offered for sponsorship well ahead of the original January, 1954, target date. Several sponsors plan to launch it on tv stations in their respective areas this month. In time Kling plans to offer it to individual stations.

Several audition prints were prepared and the utilities are ready to roll—with the story of today's typically American all-electric kitchen, as only television can convey it to Mrs. Housewife.

TV TOWER CONTAINS FOOD WITH A VIEW



NO flagpole sitters these German telecasters, but they enjoy their scenery, and lunch, from up high.

The unique structure shown in the picture is a model of a new Nordwest Deutscher Rundfunk (Northwest German Radio Network) television transmitter that will be in operation in the summer of 1954.

From the base of the "pole," or tower, it is 150 meters, or about 450 feet, to the basket-shaped "top." From there the antenna (height not disclosed) reaches upward. In the "top," replete with glass, will be the transmitter control rooms and a restaurant open to the public. Cost of the structure will be 1,400,000 marks or about $350,000.

Since the transmitter is on top of the Hoer Bopser mountain, tourists should find the scenery exhilarating.

The mountain is near Stuttgart where studios will be erected. The transmitter will be part of the extended Western Germany tv network which can pick up live telecasts from other parts of "free" Europe. German tv in the Western Zone transmits four hours of tv per day. Video started there in early 1952.

The six tv stations in operation compared to only one reported in the Sovietized East Germany (in East Berlin), points up advancements of the telecasting art in the Western Zone.

Though we're miles away
on Christmas Day,
These few lines are intended
To let you see,
Where e'er you be,
Our greetings are extended.

Alice J. Heinecke

SESAC Transcribed Library

475 FIFTH AVENUE

NEW YORK 17, NEW YORK

Judge Schedules Evening with Benny

JUDGE James M. Carter of Los Angeles Federal Court, together with attorneys, will see and hear three versions of the M-G-M theatrical motion picture "Gaslight" as parodied by Jack Benny, at M-G-M Studios in Culver City tomorrow night (Tuesday). Exhibits will be the radio version by Mr. Benny and Ingrid Bergman on NBC Radio in 1945, kinescope of the live tv version by Mr. Benny and Barbara Stanwyck on CBS-TV last year and the contested version for Mr. Benny's CBS-TV show, filmed last June and ordered sealed

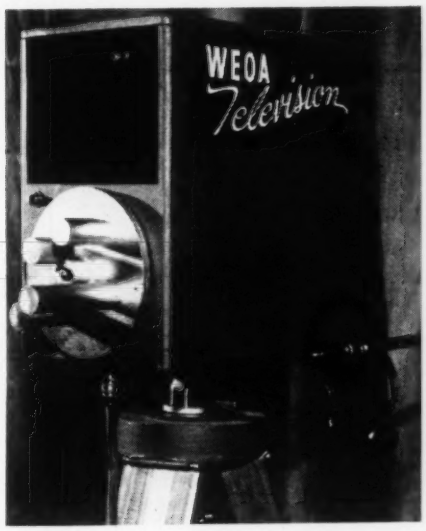
Judge Carter ordered the film's sealing, after permitting the comedian to complete the series, when Loew's Inc., the parent corporation of M-G-M, and playwright Patrick Hamilton filed suit against Mr. Benny and CBS to prevent the parody's showing.

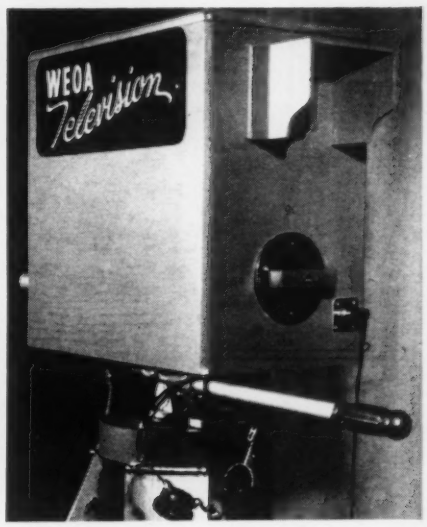
After the M-G-M showing, hearings and arguments will proceed Jan. 5 in Judge Carter's court.

Mr. Benny had replied to the suit by claiming burlesque was historically a fair use of dramatic and literary material, a recognized form of criticism and often superior to the original. His brief, filed by attorney Charles Loring, said other radio and tv comedians, notably Fred Allen, Sid Caesar, Jackie Gleason, Bob Hope and Henry Morgan, also had "merrily spoofed" various films.

CBS, in its reply filed for itself and the American Tobacco Co., Mr. Benny's sponsor, paralleled the comedian's defense adding that when the original parody appeared on Mr. Benny's program in 1945 on NBC Radio, M-G-M had not seen fit to sue.

Practice Cameras At Peanut Prices





DUMMY practice cameras are being used by WEOA Evansville, Ind., a competing applicant for vhf ch. 7, and Evansville College in that city, in expanding the facilities of a television workshop conducted by the station and the educational institution.

The course in television techniques, now in its second year, has been held by WEOA and Evansville College as a collaboration venture. Classwork involves a combination of lectures on the campus and practical closed-circuit operation of live tv cameras and other equipment at WEOA's studios.

During summer planning by the station and college for the 1953 fall semester it was decided more practical accomplishment might be achieved if suitable practice cameras could be created for classroom use before students were introduced to sessions with live cameras in the WEOA tv lab.

The result was "Project Practice Cameras," under which WEOA General Manager Don Menke designed dummy studio-type image-orthicon cameras, dollies and tripods to duplicate the size, weight and operating characteristics of the real articles at "nominal" cost. The equipment was constructed by the WEOA technical staff under William Schultz, chief engineer.

Dollies, tripods and the bases of the cameras were made of 2″ material, and sides, ends and tops of the simulated cameras were made of ¾″ plywood. Simple, double-wheel free casters were attached to the dollies.

Lens turrets were made from a combination of ¾″ plywood and 1⅝″ full-round material, the latter sawed to actual lens barrel lengths. Lens turret control, of ½″ shafting supported by simple bearings, was installed through the length of the camera to be activated through its four positions by a simple hand control on the rear of the camera. A 3″ by 4″ viewing aperture at the upper rear of the camera was designed, with hood, to approximate that of an actual camera. The front upper part of the camera above the turret was left open.

In the camera shell, flush to the inside face of the camera back, is a transparent, plexiglass viewfinder disc upon which have been inscribed with india ink four accurately-calibrated viewfinder rectangles corresponding to the four lenses on the lens turret. As the operator moves from lens to lens the chain-operated viewfinder disc corresponds and the related rectangle centers in the viewing aperture, enabling the operator to determine the field subtended by the particular lens.

Camera handles are of simple pipe with bicycle grips; friction heads are ordinary ones available at any camera shop. As a further aid to training, the cameras are equipped with tally lights and one-way earphone communications to the operator. Cable is plastic garden hose.

The dummy camera chains also are equipped with control console containing amplifier, transformer, four-place push-button switcher, input for boom microphone and producer's microphone and output for a loudspeaker, which permits the class to hear the producer as he calls camera shots to the operators through their earphones.

Acting upon inquiries from tv stations, tv applicants and educational institutions, WEOA has prepared blueprints, specifications and material lists for construction of the dummy practice cameras. The station is making this material available without charge to anyone "seriously interested" in television who will agree to let the station know what experiences they have with WEOA's "practice cameras at peanut prices."

CLEVELAND'S
CHIEF STATION
5,000 WATTS—850 K.C.
BASIC **ABC** NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW
CLEVELAND'S *Chief* STATION

TISKET-A-TASKET
A green and yellow basket—
I wrote a letter to my friend
and on my way I lost it—
I lost it—
The great Kansas City primary trade area served by The KMBC-KFRM Team is just one huge green and yellow basket. A MARKET basket — filled to overflowing with the green and yellow of things growing and ripening to be exchanged for "long green" currency and for "gold" coins.
You can enjoy the harvest in the Heart of America — the year around! Write a letter, wire or phone to your friend KMBC-KFRM, Kansas City, or your friendly Free & Peters colonel. The letter won't get lost. It'll pay a BIG profit because the folks in the Kansas City primary area are buying the things they hear about on the radio station they listen to most . . .
the KMBC KFRM Team
CBS RADIO FOR THE HEART OF AMERICA

PROGRAMS & PROMOTION

POSTCARD PROMOTION

PICTURE postcard promoting power boost of WOWO Fort Wayne, Ind., to 50 kw is being sent to the trade by a Fort Wayne boy who is a student at the U. of Michigan, Ann Arbor. He writes the added power should make WOWO's signal in Ann Arbor sound like a "home town" station and should add many listeners there. He concludes he will be able to follow his favorite sports on WOWO.

BREWERY CONTEST

TO PROMOTE its "Brew 102," Maier Brewing Co., L. A., is sponsoring what is claimed to be first letter-writing contest of a brewery on firm's 11 weekly tv shows and daily radio program. Participants in Maier's "Pride and Preference Contest" must mail entries of 102 words or less to L. A. Post Office Box 102 on "My pride in Southern California and my preference for Brew 102." First prize is $1,000 defense bond, with a total of 102 defense bond awards offered. Enterprise Adv. Agency, L. A., is handling contest for brewery.

'SPECIAL DAYS' BOOKLET

A BOOKLET titled "Special Days, Weeks and Months," designed to help businessmen tie in promotional plans with national celebrations, has been published by the Chamber of Commerce of the United States. The booklet lists more than 400 business promotion events, legal holidays and religious events, naming the sponsoring organization and dates and purpose of each event. Booklets may be obtained from the Chamber of Commerce of the United States, 1615 H St., N. W., Washington 6, D. C. Price: 25 cents; money must accompany orders.

KFBK EDUCATIONAL DAY

AS PART of second annual Business Education Day, 10 school teachers toured KFBK Sacramento facilities and discussed problems of broadcasting management and station programming with general manager Keith Collins, program manager Harry Warren, sports and special events manager Tony Koestler, personnel manager Donald P. Seldon, news editor Victor Blanks and chief engineer Stam Spence. The event is sponsored by Sacramento Chamber of Commerce as a familiarization course for teachers in basic concepts of American business.

WWRL PROMOTION PLAN

A MERCHANDISING promotion plan for sponsors of the station's Negro and Spanish programs, was launched by WWRL Woodside, L. I. Display stands of the sponsor's products are placed in 200 supermarkets throughout the New York area, and the stands bear the copy: *WWRL Recommends*, with pictures of the station's Negro and Spanish personalities.

WQXR-PULSE SURVEY

THERE has been a steady increase in smokers, proportionately larger among women, according to a three-year survey of cigarette brands smoked by a cross-section of people in the listening area of WQXR, according to a survey conducted by Pulse Inc. and reported by WQXR. The survey was conducted to discover the variables between the buying habits of

Listeners and Viewers Are a Lovable Lot . . .

No Hurry

ALTHOUGH Newton Gingrich intends someday to own a television station, right now he has other things to do. These, however, aren't keeping him from planning ahead for tv. For Newton, 10, wrote WTPA (TV) Harrisburg, Pa., a letter conceding he was willing to pay "up to $1.50" for booklets on how to run a station and how to get "some backers" to help finance it. He waited a month while WTPA General Manager David Bennett scratched his head over what to answer. Then, dispensing with red tape, he came to the station in person—with his $1.50. After going on a tour of the station, Newton appeared on a WTPA local show, *Mac's Matinee*, where he disclosed to the tv audience why he would have to wait to start his video venture. First, he wants to own a zoo, with its profits, in turn, to finance the tv station. Is General Manager Bennett worrying about a new competitor? Well, Newton already has five animals.

Chain Reaction

DRIVING by WKBW Buffalo, a listener heard a commercial for the Ice Capades show. He stopped by the studios and handed a five dollar bill to program m. c. Stan Barron with instruction to buy two tickets for "a couple of poor kiddies." Mr. Barron mentioned the incident on the air, suggesting others might do the same. Listeners liked the idea and within three days had sent in $129, making it possible for 62 orphans and deserving youngsters to attend the ice show.

'Talking Bible'

LISTENER reaction to a series of *Talking Bible* programs offered by WEFM (FM) Chicago, Zenith Radio outlet, has approached the "deluge" stage, Ted Leitzell, WEFM manager, has reported. He said the station has received numerous fan letters and telephone calls from people who like having the Bible read to them without embellishment. Works of the New Testament have been broadcast since Nov. 1 and WEFM will air the Book of Psalms daily for 12 days throughout the Holiday Season. Mr. Leitzell added that as a program idea, "This has worked out very well."

Utah Appreciation

THE UTAH State Senate at its special session has passed a resolution expressing its "gratitude and appreciation" for the Thanksgiving telecast of the U. of Utah-Brigham Young U. football game to NBC, sponsor General Motors Corp. and KDYL-TV Salt Lake City, the originating station. The resolution said the telecast "has resulted in unusual and most excellent favorable publicity for the State of Utah."

Found—Three U.H.F.s

TO IMPRESS viewers with the significance of its uhf operation, WROW-TV Albany conducted a promotion campaign to find persons bearing the initials U. H. F., and at the same time to stress the theme that "uhf is still television but better television." WROW-TV reports that as a result of promotion on radio and in local newspapers, three persons were found with the initials U.H.F. They were treated to a luncheon and presented with pocket lighters bearing their initials and the call letters of Albany's first uhf station.

WQXR's specialized audience and people who did not listen to the station.

DELAWARE VALLEY BROCHURE

A STUDY of the Delaware Valley, which has taken 12 months to prepare, has been published by WTTM Trenton, N. J. The 44-page publication tells in pictures, drawing, graphs and story, the history of the area, and lists the parade of industry in what the publication calls, "the world's greatest industrial area." The book presents population studies of the Delaware Valley, along with "up-to-the-minute" market data.

BRAILLE RECIPES BROADCAST

FOOD recipes will be translated into Braille for the benefit of blind listeners to the WNAC Boston, *Yankee Home Town Food Show* (weekdays, 1:15-1:45 p.m.). The Massachusetts Division for the Blind is cooperating in this venture of helping blind listeners get their favorite recipes.

EDITORIAL BROADCASTS

SELECTED editorials from various Saskatchewan weekly newspapers are now being broadcast each Sunday at 10:15 over CFQC Saskatoon, Saskatchewan. This 15-minute program, called *Saskatchewan Comment*, will air the views of editors in communities where weekly newspapers play an important role in the expression and moulding of public opinion. The

PLANKINTON Building Co., representing 50 firms in Milwaukee's Plankinton Building, will sponsor remote *Plankinton Party* on WTMJ that city. Signing (l to r): seated, William G. Tannhaeuser of the Tannhaeuser agency, and Neale V. Bakke, WTMJ-AM-TV sales manager; standing, William Goodnow, WTMJ sales representative; Blaine Walsh, m.c. and Robert E. Gullette, Plankinton Building Co. manager

SELL MORE IN THE
SOUTH'S
No. 1 State!

You Hook a
BIG Market
With—

NBC AFFILIATE

WSJS

RETAIL
SALES
of
$625,075,000*
for
WINSTON-SALEM'S
WSJS
15-COUNTY
MARKET
* Sales Management
1953 Survey of Buying Power

Recent Pulse Report shows WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon —FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

KLZ-TV Denver's new tv newsroom features a "working" news desk. Thus, the viewer not only sees the newscaster, but also the station's newsmen working at teletypes, cutting tables and other operations. L to r, newscasters Jack Sherlock, Carl (Tex) Akers and Bob Butz and cameraman Jim Bennett. At teletype in background is Sheldon Peterson, news and special events director.

program is designed to bring these views to the attention of the people in Canada's wheat province, thereby stimulating interest in activities, achievements and problems.

1,100 for 1 in 8

RECORD of 1,100 spot announcements for one sponsor was carried by WDRC Hartford, Conn., during an eight-week car selling campaign by O'Meara Motors, East Hartford.

During the last three weeks of the campaign, O'Meara Motors sponsored 480 spots, William F. Malo, commercial manager, said, "proving that radio delivers."

In a letter addressed to the car company, Mr. Malo stated, "With the day imminent when the automobile business will require real sales punching, O'Meara Motors has led the way in showing how it will be done."

FOOTBALL BANQUETS

ANNUAL all-star football banquets of McClatchy stations and newspapers in Sacramento (KFBK and *Sacramento Bee*) and Fresno (KMJ-AM-TV and *Fresno Bee*) were attended by over 500 high school players, who heard talks and participated in round table discussions with 11 collegiate football coaches, including Chuck Taylor of Stanford U. and Lynn (Pappy) Waldorf of U. of California. Members of all-city high school teams of both communities, selected by stations' and newspapers' sports staffs, received commemorative awards at banquets. KFBK broadcast 1½ hour program of Sacramento banquet and KMJ-AM-TV simulcast program featuring attending coaches before Fresno banquet.

'BUSINESSMAN'S QUIZ'

UNIQUE promotional quiz stunt, "Businessman's Quiz," used by KVOE Santa Ana, Calif., but not broadcast, gives businessman-participants one week's free saturation spot announcement campaign for correct answers to all questions. Prospective advertisers who have not yet used station are called on telephone by account executives and asked series of questions on KVOE operations. Number of free spots decreases with wrong answers.

VIDEO COMPETITION

NOT having formulated their own program of recommendations to the National Collegiate Athletic Assn. on possible changes in television regulations, Pacific Coast Conference representatives, at the conclusion of their recent

"PRESIDENTIAL" gathering during the WJR Detroit "Goodwill Cavalcade" at the Starlight Roof of New York's Waldorf [B•T, Dec. 14] was made up of (l to r) Adrian Murphy, president of CBS Radio; Henry G. Little, president and board chairman of Campbell-Ewald; Henry I. Christal, president, Henry I. Christal Inc.; John F. Patt, president, WJR, The Goodwill Station Inc., and Harold Fellows, NARTB president.

two day annual meeting in San Francisco, agreed to cooperate with the NCAA on any video plans it may have for the 1954 football season. The directors, however, approved telecasting sold-out local games, subject to NCAA approval.

CRASH COVERAGE

WHEN a B-36 bomber crashed into Mt. Franklin in El Paso during a blinding snowstorm, the mile-high transmitter location of KROD-TV served as headquarters for search parties. According to KROD-TV, their cameraman trained their cameras on the scene minutes after the accident, giving viewers a first-hand account as search parties looked for survivors. The station said that El Paso police used the transmitter building to phone in reports on the progress of the search.

DUTCH TREAT

ELEANOR ROOSEVELT was recently presented with 50 tulip bulbs by Louis Fontained, producer of the WTAG Worcester, Mass. *Main Street Europe* radio series. The bulbs, of a rare hybrid dedicated in Holland last year to Worcester, were a friendly gesture to the city and Mr. Fontained, who through his program, is introducing the people of western Europe to the U. S.

YOUNG OPERA HOPEFULS

YOUNG singers seeking operatic careers will compete for a chance to appear in a performance of the Pacific Opera Company under the direction of Arturo Casiglia in a contest to be conducted by KNBC San Francisco. The listening audience will be invited to join a panel of judges in selecting the outstanding talent on the Sunday (4:30-5:00 p.m.) program.

NICKELS FROM KAYL

TO CELEBRATE its fifth anniversary, KAYL Storm Lake, Iowa, gave spot advertising announcements to every store that participated in the station's celebration. Each store held special sales, and forty 1948 nickels were given in change at each store. The station began operation in 1948. Recipients of the "lucky nickels" were given special envelopes which they signed, put in the nickel and sealed. Prizes were given to those whose envelopes were drawn from a barrel. Nickels were returned or turned over to a charity fund, at the owners option.

EXCLUSIVE COVERAGE

WHEN Vine St. Offices of KNXT (TV) Hollywood caught fire recently the station's *Newspaper of the Air* got exclusive coverage. Sales service manager Hank Shaefer, director Dan Gingold and secretary Pat Harris called the fire department and newsroom, but cameraman Fred Dietrich was on the spot quick enough to record the event before the fire was put out. Papers on the desk of Tony La Frano, program director of KHJ-TV—whose office is below the KNXT office—were drenched, but the over-all damage was slight.

Ashland Renews 'True'

ASHLAND Oil & Refining Co., Ashland, Ky., and its subsidiary, Aetna Oil Co., Louisville, have renewed for another 26 weeks the *True to the Farm* series which originates on WFTM Maysville, Ky., and is aired on 13 other stations of the Ashland-Aetna Oil Farm Network, according to F. W. Munro, the firm's radio-tv advertising department head.

Featured on the show are Col. J. Scott True, who dispenses farm advice, philosophy and humor, and Bradley Kincaid, folk singer and owner of WWSO Springfield, Ohio, and WXLW Indianapolis stockholder. Other stations on the network: WLBJ Bowling Green, WTCO Campbellsville, WHIR Danville, WIEL Elizabethtown, WKAY Glasgow, WSON Henderson, WHOP Hopkinsville, WLAP Lexington, WKTM Mayfield, WNBS Murray, WOMI Owensboro, WKYB Paducah and WSFC Somerset.

Kitchen Radio Jingles

NBC RADIO has underway an on-the-air promotion built around a series of musical jingles of famous nursery rhymes, designed to reach all members of the family with the suggestion that a kitchen radio is a useful Christmas gift for the lady of the house. The promotion does not mention any particular brand or make of radio, but strives to encourage housewives to listen to NBC Radio. The schedule includes 25 daytime and 10 nighttime spots from Monday through Friday, and five spots each on Saturday and Sunday. The jingle is sung by the Satisfiers, a vocal quartet.

1ST

In this 5-Station Market,

WSYR is FIRST

Any way you look at it

PULSE OF SYRACUSE
April, 1953

72 15-Min. Periods, 6 a.m. to Midnight
WSYR FIRST . . . in 50 periods
WSYR SECOND in 22 periods
72
(that's all there is)

NIELSEN 1952

WSYR FIRST
by 47% to 212%

SAMS 1952

WSYR FIRST
by 29.8% to 239%

WSYRACUSE
570 KC

NBC Affiliate • Write, Wire, Phone or Ask Headley-Reed

WSYR-AM-FM-TV — the Only Complete Broadcast Institution in Central New York

Agencies

Cloyd H. Schleiger, account executive with McCann-Erickson, Cleveland, and **Paul C. Warren,** former partner, Stern & Warren Adv., Cleveland, named vice presidents of Ohio Adv., Cleveland.

Peyton Carroll, manager, Hicks & Greist Inc., L. A., elevated to vice president. **Robert J. Black,** head of his own agency, joins that firm also as vice president.

Perry O. Hatlen, named vice president of sales and director of client relations, Frank Wright National Corp., S. F.

Edward Sonnenschein, Arthur Meyerhoff & Co., Chicago, to Olian & Bronner Inc., same city, as account executive and copywriter.

A. M. Bruninga, advertising and sales promotion manager of American Kitchen Div. of Avco Mfg. Corp., to Ruthrauff & Ryan, N. Y., as account executive.

Curt Eastman, formerly with *Family Circle* magazine, to Earle Ludgin & Co., Chicago, as account executive.

Richard E. Goebel, tv management consultant, rejoins Advertising Counselors of Arizona as account supervisor.

Stan Zimmerman, advertising manager, Pearlduck Inc., N. Y., to Clifford Gill Adv. Agency, Beverly Hills, Calif., to direct production of printed advertising and supervise promotional activities.

Linnea Nelson rejoins Kudner Agency, N. Y., as television analyst.

Martha Shaeffer, press editor of *Seventeen* magazine, appointed director of New York publicity operations, John Falkner Arndt & Co., Phila. **Michael Robbins,** copywriter, Gimbel Bros., Phila., to the copy staff of same agency.

DAVE DRISCOLL (2d from l) is welcomed as WCBS New York director of news and public affairs as the station prepares to make a more concentrated effort on local news coverage [B•T, Nov. 16]. Greeting Mr. Driscoll are (l to r) Carl Ward, WCBS general manager; Wells Church, CBS Radio news director, and Sam Slate, WCBS program director.

William J. Newens and **Kermit Hansen,** account executives, Allen & Reynolds, Omaha, have become partners in that agency.

Mr. Newens

Mr. Hansen

Trevor Evans, vice president and radio-tv director, Pacific National Adv. Agency, Seattle, reelected first vice president, Advertising & Sales Club of Seattle for 1954.

Stations

Wes Fesler, head football coach, U. of Minnesota, to WDAY Minneapolis as partner, vice president and director of sports.

Perry W. Esten, chief radio engineer on *Voice of America* overseas installations, to KEAR San Mateo, Calif., as vice president in charge of engineering, effective Jan. 1.

John H. Pindell, commercial representative, KING-TV Seattle, to KHQ-TV Spokane, as commercial manager; **Birney Blair,** promotion manager, promoted to KHQ-TV commercial staff; **Mrs. Pat McIntyre** is new promotion manager; **Roger Rice,** KING sales manager, transfers to KING-TV as account executive.

Mr. Pindell

W. O. Edholm, general sales manager, KFMB-AM-TV, has announced resignation, effective Jan. 4.

William P. Geary, former program director of

GATES
● Control functions separate from metering
● Rack cabinets standard equipment
● Cabinets interwired, ready to use
● Generous facilities for expansion
THE Complete
REMOTE CONTROL SYSTEM
FOR UNATTENDED OPERATION
● Delivery excellent
● Nation-wide sales and service
● Three separate direct reading meters
● The complete system
Branches in New York, Washington, Atlanta, Houston and Los Angeles. Field sales engineers everywhere.
GATES RADIO COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILLINOIS - - - U.S.A.

WBRK Pittsfield, Mass., to WMGT Pittsfield as sales manager.

Ernie Tannen, program director of WGAY, Silver Spring, Md., named vice president, that station; **Chuck Dulane** succeeds Mr. Tannen as program director.

Jay Gardner, sales representative for Color-Ad Co., Denver, appointed to sales staff of KOA-TV Denver. **Ed Kampmann,** formerly with national advertising staff, *Washington Times-Herald*, to sales staff of KOA. **Pete Smythe,** Denver entertainer, to KOA-AM-TV.

Phil A. Reilly, formerly on sales staff, KIRO Seattle, appointed account executive, KOMO-TV Seattle.

Jack Tancred, discharged from Army, to sales staff WOAI-TV San Antonio.

Dianne Cameron returns to WGMS Washington as account executive; **Roberta Norton** to the same station as traffic manager.

Maurice Condon, general manager of *TV Guide*, Cleveland, will also conduct *Off the Record*, daily human interest program over WGAR Cleveland.

Mr. Condon

Fred K. Lee, former president, American Girls Professional Baseball League and a radio veteran, to KMYR Denver as director of sports.

Jack Cornwell, recently with NBC-TV Chicago scenic design department, appointed art director of WDSU-TV New Orleans.

Fred Laffy, radio and tv representative for Veterans Administration, N. Y., to WBZ-TV Boston as traffic supervisor.

Lovene Peters, traffic department, Frank J. Miller Adv., Hollywood, to KHJ-TV that city, in film department.

W. G. McLaren, formerly production man for Warner Bros. Studio, L. A., to KCEB-TV Tulsa, Okla., as program manager, and **Jack Starr,** formerly KDUB-TV Lubbock, Tex., to same station as executive assistant in program department.

E. O. Hawkins, Southern California sales representative, Pillsbury Mills Inc., to KTTV (TV) Hollywood as merchandising manager. He succeeds **Jack Duffield,** named KTTV account executive.

Mike Simon, news director, WSOY Decatur, Ill., to WRRR Rockford, Ill., in same capacity; **Joe Baker** to announcing staff and **Roland Spongberg** to sales staff of WRRR.

Edward M. Roberts, formerly flight superintendent of National Airlines, N. Y., to WPIX (TV) New York as assistant operations manager.

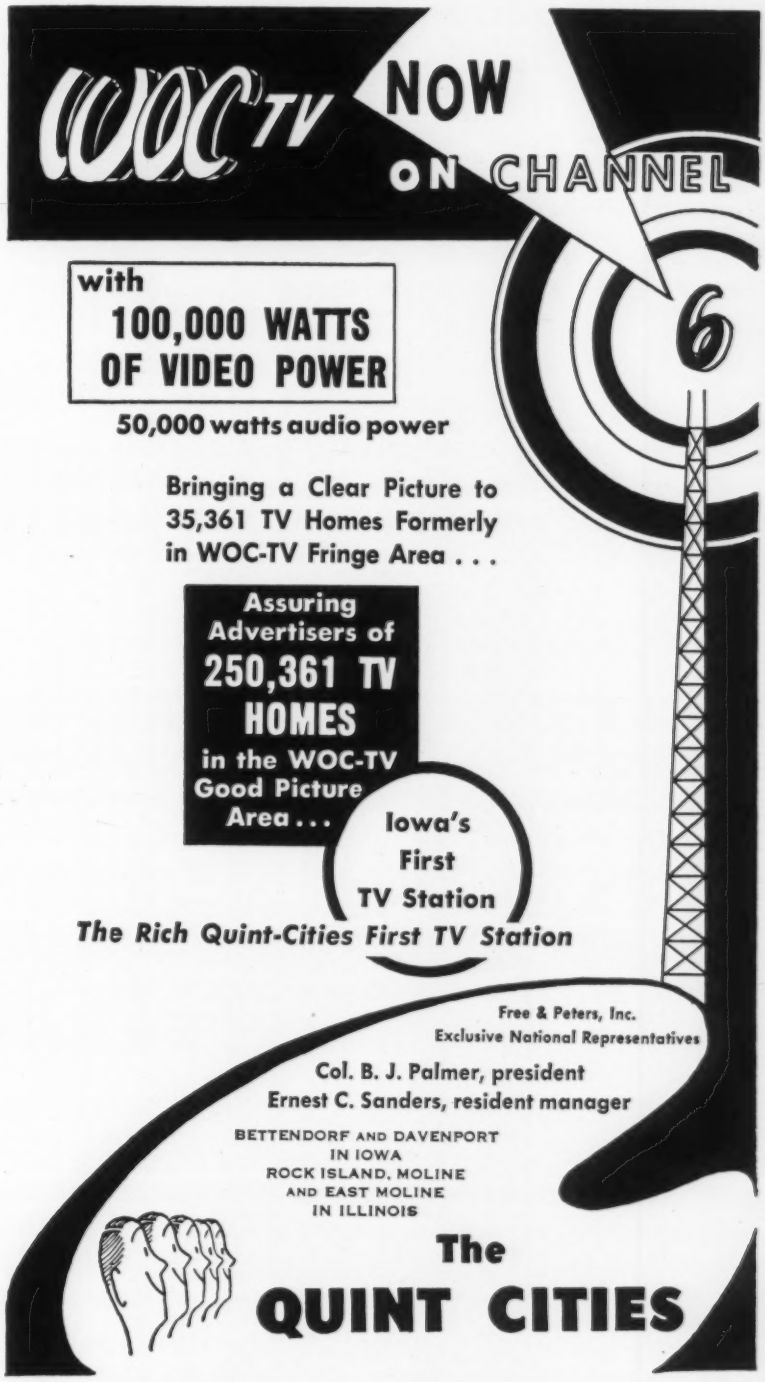
Bill Ryan, assistant account executive, Foote, Cone & Belding, S. F., to KECA-TV Los Angeles sales promotion department.

Yale Roe, continuity editor, WABC-TV New York, appointed film director, that station.

Harmon Nelson, program manager, KNBH (TV) Hollywood, resigned Dec. 15.

Robert F. Hurleigh, director of WGN Chicago

NEBRASKA broadcasters play hosts to Kansas broadcasters on a deer hunting trip in the western Black Hills country near Sundance, Wyo. Shown with their five deer bagged on a two-day hunt are (l to r) Lew Hunter and Hale Bondurant, KFBI Wichita, and Les Hilliard and Tony Kehl, KOLT Scottsbluff, Neb.



WTRF

THE SKYLINE STATION

TV Channel 7

SERVING THE TRI-CITY MARKET

Wheeling, W. Va.
Steubenville, Ohio
and Weirton, West Va.
Martins Ferry, Ohio
Bellaire, Ohio

THESE SKYLINERS:

- √ *Primary NBC-TV affiliate*—plus ABC-TV.
- √ *INTERCONNECTED* — bringing *live* television programs to WTRF-TV viewers.
- √ 225,000 — television homes within Grade A coverage.
- √ MIGHTY INDUSTRIES of the Upper Ohio Valley account for the *richness* of this market.

NBC AND ABC TELEVISION

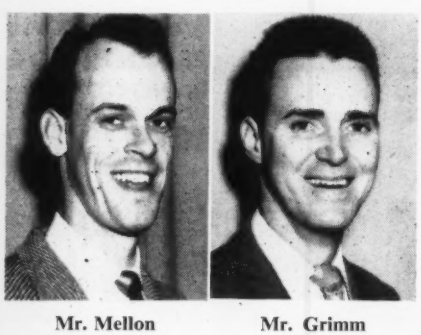
REPRESENTED BY
GEO. P. HOLLINGBERY CO.

WJR Detroit's board of directors at annual November meeting gets an eyeful of the latest example of radio's increased audience potential—a pocket-size portable radio: (l to r) Selden S. Dickinson, general counsel; Worth Kramer, vice president-general manager; F. Sibley Moore, vice president; John F. Patt (showing radio), president; George F. Leydorf, vice president in charge of engineering, and William G. Siebert, secretary-treasurer.

news division, to MBS Washington, effective Dec. 28.

Earl E. Peterson promoted to chief engineer of KGW Portland, Ore.

Reed K. Mellon, formerly continuity writer, WBNS-TV Columbus, Ohio, to WHIZ-TV Zanesville, Ohio, as commercial production coordinator, and **Joe Grimm,** recently announcer at WKBN Youngstown, Ohio, to WHIZ-AM-TV announcing staff.



Mr. Mellon **Mr. Grimm**

Pat McGuinness, freelance announcer-actor, now producer and host on *L. P. Review,* KPOL Los Angeles (Sun. 2-2:30 p.m.).

Victor W. Knauth, owner of WAVZ New Haven and publisher of *Omnibook* magazine, elected president of Norwalk Hospital Assn.

Paul Godofsky, president and general manager, WHLI-AM-FM Hempstead, L. I., elected director of newly established National Bank of Great Neck, L. I.

W. Chase Idol Jr., director of personnel, WBT WBTV (TV) Charlotte, N. C., elected secretary of Charlotte Personnel Directors Assn.

Don Callen, resident manager, KBIG Avalon, elected to 1954 board of directors of Catalina Island Chamber of Commerce.

Jack Beck, director of news broadcasts, CPRN Hollywood, elected to two-year term on board of directors, Greater Los Angeles Press Club.

Robert O. Reynolds, vice president and general manager, KMPC Hollywood, elected president of Hollywood Boys Club for fourth term and presented "Man and Boy Award" for "his inspiring leadership."

Gerry Wells, program director, WCBA Corning, N. Y., father of a boy, Daniel.

Frank A. Cason, traffic manager, WSB-TV Atlanta, father of girl, Dec. 7.

Fred L. Bernstein, general manager of WTTM Trenton, father of boy, Hal David, Dec. 8.

Bill Brundige, sportscaster, KHJ-TV Hollywood, father of boy, William Harrison, Dec. 8.

John Baade, merchandising manager, WOAI-AM-TV San Antonio, father of girl, Patricia Jo, Dec. 11.

A. N. Cooke, salesman at WLS Chicago, died Dec. 6 after brief illness.

Ross C. Lockman, 51, account executive, KECA-TV Los Angeles, died Dec. 7.

Networks

James Caleb Beach, president, Tv Road Shows Inc., N. Y., to ABC-TV Western Div. as director of programs and production.

H. Malcolm Stuart, account executive with ABC Radio, to account executive in sales department of DuMont Television Network.

Frank W. Peers, assistant supervisor of talks and public affairs broadcasts of CBC Toronto, appointed supervisor of this department with headquarters at Ottawa. He succeeds **Neil M. Morrison,** recently appointed director of audience research for CBC.

Ray Holm, recently discharged from U. S. Air Force, returns to NBC-TV Chicago as engineer.

Barr Sheets, director of guest relations, CBS-TV Hollywood, promoted to account executive, Chicago film division, that network.

Lee Bennett, WGN Chicago, to NBC Chicago announcing staff.

Bob Hohman, research manager, ABC Central Div., to research promotion department, NBC Chicago.

Norman H. Pader, director of exploitation,

NBC press department, to American Heritage Foundation as director of radio and tv.

Elliott Lewis, producer-director, CBS Radio *Suspense, Crime Classics, Broadway's My Beat* and *Onstage,* received "Golden Finger Award," replica of elongated cueing finger, for "outstanding cues thrown in 1953," at surprise birthday party for him in CBS Columbia Square, Hollywood, by stars, production crews and casts of four programs.

Bob Hope, NBC-AM-TV comedian, received Los Angeles-Wilshire Chamber of Commerce annual "Great American Award" because he "has not only brought happiness and joy to millions over radio, screen and television, but he has for years unselfishly spent his time and talents in entertaining boys in the armed forces."

Fred T. Williams, makeup department head, NBC-TV Hollywood, and **Christine Cooper,** N.Y. tv actress, will be married in Hollywood New Year's Day.

Rose Joseph, press information department, CBS Radio, and **Sam Froelick,** editing department, CBS-AM-TV, both Hollywood, were married in Cuidad Juarez, Mexico, Dec. 5.

Robert M. Light, promotion director, Don Lee Bcstg. System and KHJ-TV Hollywood, and **Julie Fraser,** tv actress, were married Dec. 10.

Sam Sarantopoulos, NBC Chicago news writer, father of boy, Don Richard.

Clara Winchell, mother of **Paul Winchell,** star of NBC-TV *Paul Winchell-Jerry Mahoney,* died Dec. 4.

Manufacturers

Clayton Ryder, General Electric Co., Schenectady, appointed district sales manager for GE tube dept. replacement sales.

Gordon Edwards, chief engineer, and **Vic Lees,** production manager, Cole Instrument Co., L. A. to Cinema Engineering Co., Burbank, as sales engineer and production manager, respectively.

Harold A. Anderson, vice president and Eastern District manager of the Austin Co., Cleveland radio-tv engineers and builders, elected vice president and assistant general manager; **Allan S. Austin** elected vice president and general sales manager; **W. G. Paton** elected secretary and **John N. Beckley** named Eastern District manager.

HAT symbolic of Altoona, Pa., is presented to hometowner Hedda Hopper, Hollywood radio and newspaper columnist, by Will Ketner, manager of WVAM Altoona, upon the columnist's visit there.

William C. Cothron, recently supervisory engineer of JOAX-TV Tokyo, Japan, to executive staff of Graybar Electric Co., N. Y. Mr. Cothron will headquarter in Washington.

Mr. Cothron

Everett N. Smith, in liaison division, Gilfillan Bros., L. A., to Conrad R. Strassner Co. (electronics representative), that city, as sales engineer.

Wayne Woodruff, industrial division of Radio Products Sales, L. A., joins sales-engineering

RECEPTION for CBS' Edgar Bergen at Chicago's Ambassador East Hotel was the occasion for gathering of network, agency and sponsor representatives. Group included (l to r): George Crittenton, Lanolin Plus sales representative for Consolidated Cosmetics Co.; Roger Huston, western sales manager, CBS Radio Network Sales; Walter Jordan, general manager for Consolidated; William Williams, art director for BBDO, which handles Consolidated account; Gordon White, copy chief, BBDO.

ON TOP IN IDAHO

Affiliated with:
NBC - ABC
DUMONT

Heart of the 5th Market of The Great Northwest ... Purchasing Center for a tremendous area 400 miles from any other metropolitan center or TV station.

KIDO-TV
BOISE

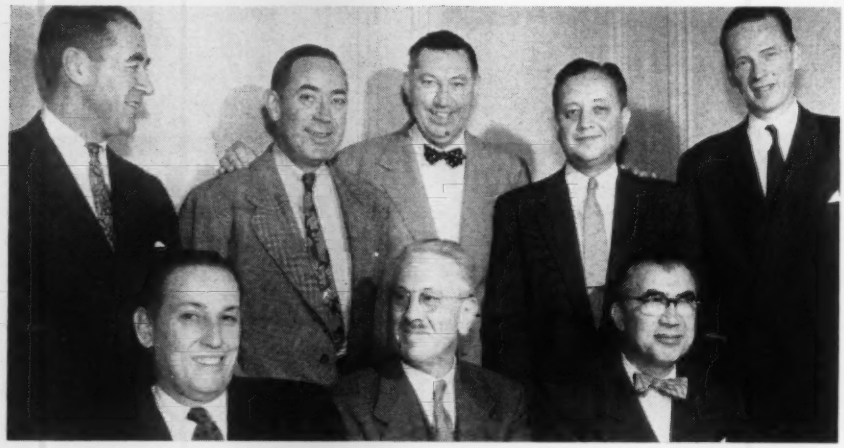
CHANNEL 7

EFFECTIVE RADIATED POWER

53 kw Video
26.5 kw Aural

ANTENNA HEIGHT:
850 ft.
Above Terrain

Represented by
BLAIR TV Inc.



SPOT Radio Clinic held Dec. 2 at the Biltmore Hotel, New York, by Station Representatives Assn., was host to 25 executives from Ruthrauff & Ryan. Among those present were (standing l to r) Reg Rollinson, director of advertiser relations, SRA; George A. Huhn, vice president, R&R; Wilson J. Main, vice president, R&R; T. G. Slater, vice president, R&R; B. Tilenius, John Blair & Co.; (seated) J. Joyce, vice president, R&R; Tom Flanagan, SRA managing director, and Daniel H. Gordon, vice president, R&R. Herman Paris, general sales manager of WWDC Washington, a member of "crusade" for spot advertising, also attended the clinic. He wrote SRA executives afterwards that "your presentation, accompanied by those magnificent slides, really tells an outstanding story for spot radio . . . several national accounts have tried a saturation schedule in this market and have gotten surprising results from this technique. . . ."

staff, Frank A. Emmet Co. (electronics representative firm), same city.

William Bartsch, office manager of the Permoflux Corp., to E. V. Roberts & Assoc., L. A. electronics engineering representative, in similar capacity. **Charles Repp,** after two years' active Navy service, rejoins firm as field engineer.

Arnold Kalland, purchasing agent and assistant office manager, Wells All-Steel Products Co., North Hollywood, Calif., appointed assistant general manager of James B. Lansing Sound Inc., L. A.

Stanley Adams, plant manager at Bangor, Mich., promoted to general manager of Chicago plants of Standard Coil Products Inc. (television tuners).

Thomas D. Walsh promoted to vice president and controller of the National Co. Inc., Malden and Melrose, Mass., electronics firm; **George R. Loux,** formerly plant manager, Sylvania Electric Products Inc., appointed vice president in charge of manufacturing, and **E. MacDonald Nyhen,** formerly chief of the Products Branch, Electrical Div., National Production Authority, named industrial contracts sales manager.

Charles M. Odorizzi, operating vice president of RCA Victor Div., received award on behalf of organization from National Alliance of Television & Electronic Service Assns. for significant contribution to television service industry during past year.

Ed Simmel, sales manager, KJEO Fresno, to United Television Programs Inc., as southern sales representative in charge of new offices to be opened in Memphis.

Ad Schneider, producer of many major television programs and former head of news and special events for NBC-TV, will direct all tv and film production for Hack Swain Productions, Sarasota, Fla., effective Dec. 15.

Rudolph Monter, 51, executive in charge of production for Sovereign Productions, Hollywood, died Dec. 5, that city, after brief illness.

Aaron Beckwith, executive with United Television Programs Inc., N. Y., named vice president.

Hampton W. Howard, director of sales, Transamerican Television & Broadcasting Corp., and one-time publicity-exploitation director of Paramount Pictures' Max Fleischer Cartoons, to Gross-Krasne Inc., as New York liaison and representative between firm's Hollywood studios and eastern advertising agencies.

Trade Associations

Jerry Hoffman, studio publicist, re-elected president, Jewish News Council, L.A. organization of radio-tv personnel, newsmen and women, and publicists.

Ralph W. Hardy, NARTB government relations vice president, elected chairman of new Congressional Relations Committee of U. S. National Commission for UNESCO.

E. P. Gertsch, president, Gertsch Products Inc., elected 1954 chairman of Los Angeles Council of the West Coast Electronic Mfrs. Assn. Named vice-chairman is **Richard G. Leitner,** chief engineer, government contract division, Packard-Bell Co. **Gramer Yarbrough,** assistant general manager, American Microphone Co., Pasadena, is secretary-treasurer. Board of directors include **D. C. Duncan,** vice president, Helipot Corp., South Pasadena; **Thomas P. Walker,** vice president, Triad Transformer Corp., Venice; **W. V. Phillips,** personnel manager, Hoffman Radio Corp., and retiring council chairman **Edward Grigsby,** western sales manager, Altec Lansing Corp., Beverly Hills.

Services

Loftus E. Becker has resumed membership in law firm of Cahill, Gordon, Zachry & Reindel, Washington office.

Representatives

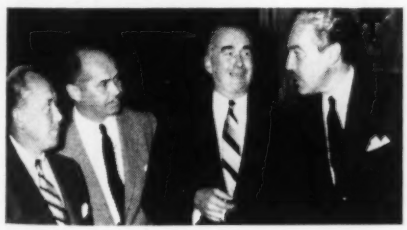
Doug Brown, formerly with Biow Co., N. Y., to sales staff of Headley-Reed Co., N. Y. radio and tv representative. **Barry Keit,** Headley-Reed Co., promoted to television division, sales supervisor.

Joseph J. Devney, father of **Edward J. Devney,** owner of station representative firm of Devney & Co., N. Y., died Dec. 4.

PREMIERE party for ABC-TV's *Motorola Tv Hour* was attended by (l to r): Leonard H. Goldenson, AB-PT president; E. A. Holsten, general merchandising manager, Robert Galvin, executive vice president, and Ellis Redden, advertising and sales promotion manager, all Motorola; Robert M. Weitman, programming and talent vice president, and Robert H. O'Brien, executive vice president, both ABC.

HENRY GRIESEDIECK, treas., Greisedieck Bros. Brewery Co., signs for telecasts of all home games of Washington U. basketball team on KACY (TV) St. Louis. Looking on are James Bonfils (l), KACY coml. mgr., and Roger Bacon, Ruthrauff & Ryan acct. exec.

TASTY BAKING Co. sponsorship of second annual *Tastykake Christmas Hour*, simulcast last Thursday for a network of stations from Pennsylvania to Rhode Island, is set by H. C. Morris (seated, l), vice pres., Tasty Baking, and Roger W. Clipp (seated, r), gen. mgr., WFIL-AM-TV which originated show. In background are (l to r) R. B. Knight, mgr., Parkside Adv. Co.; Max Solomon, WFIL-TV sales, and Kenneth Stowman, gen. sls mgr. of Philadelphia Inquirer Stations.



CESAR ROMERO (r) visits Detroit to give a personal account of the new *Chevrolet Show Room* every Friday night on ABC-TV, 10-11 p.m. With Mr. Romero are (l to r) James G. Riddell, pres., WXYZ-TV Detroit, which carries program; John Pival, WXYZ-TV mgr., and Alexander Stronach, vice pres., ABC-TV.

FRANK WATERMAN (l), pres., Waterman Fountain Pen Co., presents a gold pen award to Ern Westmore of *The Ern Westmore Show*. Award, symbol of letter writers' esteem, was presented for Mr. Westmore's fan mail pull on the ABC-TV show, Monday through Friday 4:30-5 p.m. EST.

IN PUBLIC SERVICE

Telecast Spots Fugitive

SHOWING of a photo by WBAP-TV Fort Worth led to the capture of a fugitive charged with criminal assault. The man was spotted in Sanger, Tex., 50 miles away, by a farmer who recognized him from police lineup pictures telecast on *The Texas News*, nightly WBAP-TV feature. Contacted by the farmer, Cooke County Sheriff O. E. Whisnand a few minutes later killed the fugitive during a brief gun battle.

Charlotte In-School Music

WBT Charlotte is originating for 13 weeks *Men Who Make Music*, a special series for in-school listening. Program is required curriculum in the local elementary schools as well as other nearby school systems. Outlines of the programs and notes on the featured composer are forwarded beforehand to the schools. Project is combination of efforts by WBT, the Junior League of Charlotte, Charlotte Symphony Orchestra and the Public Schools Systems of that city.

WATV (TV) Pushes Blood Drive

WATV (TV) Newark, which moved its transmitter to the Empire State Bldg. several weeks ago in order to improve its coverage in the New York area, has launched a program of support for the "Brooklyn's Gift of Life" campaign to enroll blood donors during the holiday season. The station broadcasts daily appeals for donors and plans special guest appearances in the campaign, conducted during December by the Brooklyn Red Cross and the *Brooklyn Eagle*.

WTTG (TV) Aid to Needy

WTTG (TV) Washington, in cooperation with local Elks Lodge 15 and the D. C. police department, is sponsoring a project for collection of food and toys for needy families and for public institutions. WTTG personalities "Hoppity-Skippity" and Art Lamb are appearing at movie matinees where contributions are received for admission.

San Francisco's Defense Test

DEFENSE measures against a simulated air attack on San Francisco were tape-recorded

WTAC-TV Pledge

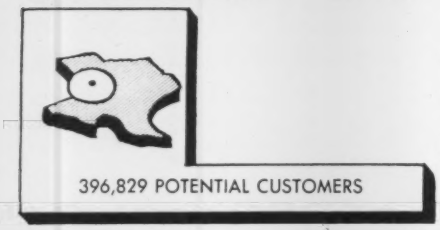
WTAC-TV Flint, Mich., which believes "that a television station . . . bears a heavy responsibility" to its audience, public officials, community leaders and "other responsible members of our commonwealth, in the field of public service," has designed a "WTAC-TV Channel 16 Public Service Pledge" which it is bestowing upon viewer-listeners. A special pledge signed by J. R. McKinley, general manager and N. Weiss, station manager, reads: "WTAC-TV pledges to [name of recipient inserted], the full force of its audio-visual tv facilities, in the field of complete and unstinting public service. The WTAC-TV news, programming, announcement and public service departments shall be available as a free service in times of emergency, local needs or disaster . . . and are yours to utilize on call."

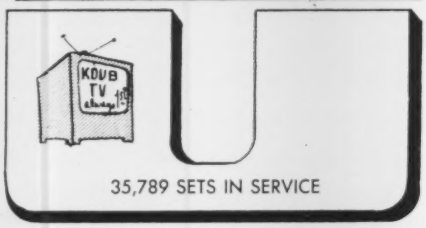
They're often behind different wheels, but when it comes to television, both the Iowa farmer and his city neighbor turn to Channel 9. KCRI-TV is the station that serves the interests of both . . . the station that sells Iowa's second largest urban market (dollar volume of retail sales) and Northeast Iowa's rich farm market . . . at ⅔ the cost of other local TV media. Pop. 536,190. Retail sales $622 million. Gross farm income $485 million. Get all the facts from H-R Television, Inc.

basic ABC affiliate

kcri-tv channel 9
CEDAR RAPIDS, IOWA
Covering Northeast Iowa

KDUB-TV





TEXAS

W. D. "Dub" Rogers, president

Mike Shapiro, asst. mgr. & director of sales

KDUB-TV

AVERY-KNODEL, INC. National Representative

Aid During Storm

GOOD NEIGHBOR KSOO Sioux Falls, S. D., went to the aid of WJAG Norfolk, Neb., after a severe winter storm, carrying ice and sleet, severed communications and isolated Norfolk and other northeast Nebraska cities. WJAG called KSOO on the last telephone line out of Norfolk and secured permission to rebroadcast the latter station's AP news schedule (the line went out during the conversation). WJAG gathered other news from ham operators and from motorists, on road and weather conditions. WJAG, which credits its emergency power facilities and underground program lines to its transmitter with keeping the station on the air at full strength, used portions of KSOO news for three days until teletype service was restored.

and broadcast by the Columbia Pacific Radio Network. The Western Air Defense Command, civil defense units and other agencies cooperated with network in recording activity at Hamilton Field, Calif. control centers and radar sites as an air force bomber, representing the attacking force, approached the coastline. Maurie Webster, director of operations, CPRN; Dave Showalter, director of pubilc affairs, CPRN, and Don Mosely, announcer, KCBS San Francisco, described city's defenses from various broadcast points.

KTUL Interviews Actress

ACTRESS Helen Hayes, National Chairman of Women's activities for the nationwide polio funds drive, was interviewed on KTUL Tulsa by Dave Banks of that station in the interest of the polio fund campaign. Miss Hayes also taped a series of local polio appeals for KTUL.

Help Toy Matinee

PERSONALITIES from KTTV (TV) Hollywood helped the Marine Corps Reserve kick off its annual Christmas "Toys for Tots" campaign with personal appearances at two special matinees for children held in a Hollywood theater Dec. 12. Sportscaster-announcer Bill Welsh emceed show, at which John (Sheriff John) Rovick; Bob Clampett, with Cecil and Beany of *Time for Beany;* Thunderbolt, the Wonder Colt; and other children's favorites from station programs appeared. For admission, each child was required to bring one toy which could be repaired and distributed to underprivileged youngsters by Los Angeles units of the Marine Corps Reserve.

KQV Christmas Campaign

KQV Pittsburgh this year again will conduct its Christmas campaign to raise funds for needy children in cooperation with the Optimist Club and the *Post-Gazette* there. The station will illuminate a giant, 25-foot replica of the Star of Bethlehem, which it constructed atop its transmitter tower in 1949, on behalf of the campaign.

Food, Toys for the Needy

WVEC-TV Norfolk-Hampton, Va., reports it is working with the Salvation Army in the Tidewater area until Dec. 24, collecting canned goods and toys to be distributed to needy families at Yuletide. Six booths are operating; three in Norfolk and one in downtown Hampton, Newport News and Portsmouth. Collection points are publicized on radio and tv.

Record's Proceeds to Heart Fund

A CHRISTMAS song, recorded by Columbia Transcriptions, is being used for promotion by the *Woman's Home Companion.* Words and music of the song, "The First Christmas," have been published in the December 1953 issue of the *Companion.* The magazine also has made arrangements whereby the sale of the recording and sheet music of the song will

67 Wisconsin Stations Plan 'March' Campaign

WISCONSIN radio stations—67 of them—are expected to add $50,000 to the 1954 March of Dimes fund, according to Jules Lederer of Eau Claire, state chairman of the campaign.

Representatives of radio stations will set up a state-wide program of radio auctions, with stations alloted to areas according to their location. The auction is patterned after the one held the past five years by WLDY Ladysmith, where $7,000 was raised last year in a community of 5,000.

Articles to be auctioned run from automobiles to hair cuts. All are donated by merchants and tradesmen. The Wisconsin stations believe this is the first time such an auction campaign has been tried by a state-wide organization.

PLANNING 67-station auction campaign on behalf of the 1954 March of Dimes in Wisconsin are (l to r): Ted Shields, WLDY Ladysmith; Jerry Golden, WLIP Kenosha; Folke Peterson, representing Milwaukee area stations; Bob Nelson, WEAU Eau Claire, and Paul Enright, WKOW Madison.

Fellows Again Heads 'March of Dimes' Unit

APPOINTMENT of Harold E. Fellows, president of NARTB, as chairman of the 1954 March of Dimes National Radio-Television Committee for the fourth consecutive year was announced last week by Basil O'Connor, president of the National Foundation for Infantile Paralysis.

Named to assist Mr. Fellows as co-chairmen are: Ted Bergmann, director-elect of DuMont Television Network; William H. Fineshriber Jr., NBC vice president in charge of the radio network; Lester Gottlieb, CBS Radio programs vice president; Hubbell Robinson Jr., CBS-TV programs vice president; Julius F. Seebach Jr., MBS vice president in charge of program operations; Alexander Stronach Jr., vice president in charge of ABC-TV, and Sylvester L. Weaver Jr., NBC president.

The 1954 campaign, which will run Jan. 2-31, has set a goal of $75 million.

provide income for the American Heart Assn.'s Heart Fund.

WTAG Aids Needy Children

WTAG Worcester, Mass., reports more than 500 Christmas toys have been contributed for needy children since Thanksgiving Day by listeners to WTAG's *Julie 'n' Johnny*, which airs daily case histories furnished by local welfare agencies on needy children. The show's co-stars also frequently ask for financial contributions for more serious items, says the station.

KFOR Gifts for Orphans

SOME thousand orphans in Lincoln, Neb., will receive special Christmas gifts as the result of a campaign begun last Thanksgiving Day by KFOR that city. The station has set $5,000 as its goal this year for its "Operation Santa Claus."

Drive Hits Goal

GOAL of $50,000 for WLWT (TV) Cincinnati's annual Christmas Fund has been reached by Ruth Lyons on the station's *50-50 Club* show, which she conducts. The station said she hopes to exceed her all-time high of $56,864 contributed in 1950.

$127,000 for CP

WMBR-TV Jacksonville, Fla., has reported its 16-hour telethon on behalf of cerebral palsy victims brought in $127,000 from 278 cities in 21 states.

D. C. Appeal Nets $65,000

TELETHON for the fight against muscular distrophy collected $65,000 in 16 hours in Washington, D. C. WTTG (TV) Washington aired the entire program while WWDC that city carried nine hours of the appeal on radio. Among talent on the show were actor Cesar Romero and singer Fran Warren.

WAAM (TV) 'Celebrity Parade'

WAAM (TV) Baltimore aired its "Celebrity Parade for Cerebral Palsy" at 11 p.m. Dec. 12 and lasting through the next afternoon. The show featured stars of stage, screen, tv and radio.

All-Station United Appeal

SPECIAL simulcast, originated by WBT and WBTV (TV) Charlotte, N. C., was carried by all the Charlotte stations (WBT WBTV WSOC WAYS WIST) in the final lap of the 1953 United Appeal drive. Program, produced by Robert Mellott, WBT-WBTV producer-director, highlighted a UA panel discussion. Ken Tredwell, WBT-WBTV assistant vice president for programs and public relations, served as radio-tv co-chairman in the campaign. WBT-WBTV through Jefferson Standard Foundation contributed $4,500 to the campaign with staff members more than doubling their last year's donations, the stations reported.

WSNJ Radiothon Gathers $5,000

WSNJ Bridgeton, N. J., concluded the Community Fund drive in that area with a nine-hour radiothon which brought in almost $5,000 to clinch the city's goal of $71,700, according to Paul Alger, general manager. The Bridgeton *Evening News* paid tribute to the WSNJ effort, which featured more than 100 local artists, with a banner story.

WAAT's 'Shop at Home' Aid

WAAT Newark is conducting a spot radio campaign as a public service to impress upon its listeners the benefits of shopping in their own communities. The campaign, which will continue until Dec. 24, consists of a minimum of 35 spot announcements a week, pointing up the "convenience, comfort and economy of shopping" at home.

Reserve Thanks Three

AWARD of merit has been presented to WSYB Rutland, Vt., for continuous and noteworthy support of the Air Force Reserve program. Reserve also has announced that letters of appreciation for like support have been sent WCAX Burlington, Vt., and WEAV Plattsburg, N. Y.

'We Saw It Happen'

AS a public service, Calhoun Studios, New York, is offering free to tv stations throughout

N.Y. Scouts Drive Set

SCHEDULE of spot announcements, story outlines for tv spots and scripts for radio presentations have been completed by the radio-tv committee of the 1954 Finance Campaign of the Greater New York Councils, Boy Scouts of America, in preparation for the organization's drive, beginning Jan. 6.

The committee is headed by Hal Davis, vice president of Kenyon & Eckhardt, with Leon Goldstein, vice president of WMCA New York, as co-chairman. Serving on the committee are Bill Berns, WNBC New York; Douglas Burch, Benton & Bowles; David Jacobson and Arthur Perles, CBS-TV; Ivan Reiner, WOR-TV New York, and Martin Gelenter, independent tv film producer.

checklist for a busy film-buyer

Seven keys to bigger TV audiences with such sales-making favorites as . . .

☐ **ABBOTT & COSTELLO SHOW**
52 sure-fire comedies that click with kids and grownups alike in millions of homes, made especially for TV.

☐ **BIFF BAKER, U. S. A.**
Overseas intrigue in a fast-moving **family** adventure series of highest network quality.

☐ **ROD CAMERON in CITY DETECTIVE**
Recently rated as the country's #1 local film for television—and sold to Falstaff Beer in 118 markets for the largest regional sale in TV film history.

☐ **FAMOUS PLAYHOUSE**
A super-assortment of over 175 original half-hour dramas with Hollywood names and sure sales appeal.

☐ **FOLLOW THAT MAN**
The exciting "Man Against Crime" films (34.6 network Nielsen average) starring Ralph Bellamy, retitled for **first-run** in many TV cities.

☐ **I'M THE LAW**
Starring George Raft in the unique adventures of a metropolitan police inspector, packed with sales punch.

☐ **PLAYHOUSE 15**
78 fifteen-minute dramas of highest quality made for TV by the producer of BIG STORY and T-MEN IN ACTION.

They ALL bear the same MCA-TV stamp of quality! For information, on these or other MCA-TV Advertising Showcases on Film, just clip this advertisement to your letterhead.

MCA-TV Ltd

NEW YORK: 598 Madison Ave., PL 9-7500

the country a 58-minute feature film, *We Saw It Happen*, which describes the progress of aviation during the past half-century. The film, produced by United Aircraft Corp. and distributed by Calhoun, was shown for the first time last Wednesday at the Belmont Plaza Hotel in New York in connection with the golden anniversary of powered flight.

ACS Lauds AMA, SK&F

AMERICAN Cancer Society announced last week it has passed a resolution praising the American Medical Assn. and Smith, Kline & French Labs, Philadelphia, for their joint sponsorship of "The Fight Against Cancer" tv program on NBC-TV last November. The resolution said the program combined "showmanship, good taste, skillful editorial selection and scientific accuracy," and expressed appreciation to AMA and the pharmaceutical company for making it available to ACS members.

WVAM's 'Project Welcome Home'

WIVES of two returning U. S. war prisoners of the Communists were flown to the West Coast to greet their husbands upon their debarkation there as the result of a "Project Welcome Home" campaign by WVAM Altoona, Pa., the Loins Club of Roaring Spring, Pa., and Allegheny Airlines.

Baltimore to Explain Tax Money Use on Tv

THE BALTIMORE County Commission of Maryland claims to be the first local government to use tv (on WBAL-TV Baltimore) to explain its proposed budget and tax rate, thus detailing how the taxpayers' money would be spent in the coming year.

Television was chosen because as Michael J. Birmingham, president of the commission, said, "It is the closest thing yet to sitting down with the individual citizen and explaining the facts of government."

The program featured a chart comparing the 1953 budget with the new and increased 1954 budget. In addition to Mr. Birmingham, the commissioners are Robert B. Hamill and Augustine J. Muller.

PROGRESS REPORTED IN ASCAP, TV TALKS

DEFINITE progress toward terms of ASCAP licenses for television was achieved Monday at a meeting of the negotiating subcommittee of the All-Industry Local Tv Music License Committee with a group of ASCAP officials, it was reported following the all-afternoon session, which recessed until Friday.

"It was a good meeting," one of those present reported, "and both sides seemed to appreciate the desirability of coming up with a solution to our problems by the end of the year."

All-industry committee members handling negotiations for the nation's tv stations at Monday's meeting were Dwight W. Martin, General Teleradio, chairman; Irving Rosenhaus, WATV (TV) Newark, and Stuart Sprague, committee attorney. ASCAP was represented by its president, Stanley Adams; Herman Starr and Max Dreyfus, directors; Herman Finkelstein, general attorney; Jules Collins, general sales manager; Richard Murray, foreign manager, and George Hoffman, controller.

The atmosphere of optimism, so appropriate to the Christmas season, extended to the tv network-ASCAP negotiations for new blanket licenses, to succeed those expiring Dec. 31, 1953, as well as to the station license discussions between ASCAP and the All-Industry Committee. Although the network representatives had no formal meeting with ASCAP last week, informal individual conversations indicated the possibility that something definite may be worked out when a meeting is held this week, the date not set. Previous disappointments, however, have built up a caution which last week prevented any over-optimism about all difficulties being settled overnight, without dampening a very real hope that "an answer we can live with" might be forthcoming in the not-too-distant future.

Program Services Shorts

Cleary-Strauss & Irwin, Hollywood public relations firm, moves to 1258 N. La Brea Ave., that city.

Hawk-Elliott Enterprises has been formed by Elliott Lewis, producer-director on CBS Radio *Suspense, Crime Classics, Broadway's My Beat* and *Onstage with Cathy and Elliott Lewis;* his actress-wife, Cathy Lewis; radio writer E. Jack Neuman and Irene M. Neuman to produce and package radio and tv programs.

Northwestern Recording Formed After Merger

NORTHWESTERN Recording Inc. has been formed by Robert M. Lindahl and Sheldon Goldstein through a merger of Keating Recording Studios and Northwestern Recording Studios. Keating Studios was founded in 1938 by John D. Keating and was purchased earlier this year by Mr. Lindahl, who had been with

Mr. Goldstein Mr. Lindahl

the company since 1943. Mr. Goldstein formerly was in the recording business in New York City. Offices of the new firm will be at 411 SW 13th Ave., Portland 5, Ore. Messrs. Lindahl and Goldstein said the firm provides one of the most modern and complete recording services on the West Coast for tv and motion picture sound, radio tapes, transcriptions and phonograph records.

SOA Suit Defendants Set To Examine Plaintiffs

BMI and the other defendants in the $150 million anti-trust suit brought by Songwriters of America [B•T, Nov. 16] will begin examination of 10 of the 33 plaintiffs today (Monday) or at a later date agreeable to attorneys. Right to examine the plaintiffs before trial was granted the defendants Monday by Judge John W. Clancy of the U. S. District of New York following a motion which the songwriters opposed.

After two months of examination, defendants have the right to come into court to show that further examination is necessary. If they fail to do this, the plaintiffs may then begin their examination of defendants.

New Fremantle Series

FREMANTLE Overseas Radio Inc., New York, announced last week it is releasing to radio stations a new Spanish-language series of 13 half-hour suspense stories under the title, *Los Perseguidos (The Persecuted).* Paul Talbot, president of Fremantle, said the company plans additional production in Mexico.

Coast Guard Films for Tv

U. S. COAST GUARD has announced the production of 13 five-minute films on its activities which are available for tv station showing on a public service basis. First two films in the series are ready for distribution, according to the Coast Guard. George F. Foley Inc., New York, is producer and distributor.

For **MINUTE** spots to **SELL**
Youngstown, Ohio
call any Headley-Reed office or . . .
WFMJ RADIO and TELEVISION
101 W. Broadman St. . . . . Phone RI 3-4121

WTRY Troy, N. Y., held second annual sales promotion meetings for Albany-Troy-Schenectady advertisers and agencies. At one session (l to r): Jim Baker, WTRY prom. dir.; Dave Kimbal, dir. of natl. prom., BAB, who spoke; Forrest Willis, WTRY personality; W. W. Carter, WTRY gen. mgr., and Ed Sleighel, station coml. mgr.

KOWL Santa Monica, Calif., presentation, a 16-inch, long-playing record on its foreign language and Negro market coverage, is discussed by (l to r) George Baron, station gen. mgr.; Al Atherton, head of own Hollywood agency and pres. of Southern Calif. Adv. Agencies Assn.; Harry Witt, L. A. mgr., Calkins & Holden, Carlock, McClinton & Smith and chmn. of Southern Calif. Chapter of American Assn. of Adv. Agencies; Arnold Marquis, packager-producer, who made persentation.

ARRANGEMENTS for San Francisco Federal Savings and Loan Co. to buy daily 8 a.m. and 5 p.m. newscasts, 52 weeks on KSFO San Francisco, are made by (l to r) Gareth F. Garlund, KSFO sls. mgr.; A. E. Archibald, sponsor pres., and J. M. Archibald, secy.-treas.

ALFRED LIEBSCHER (l), pres., Dittlinger Mills, New Braunfels, Tex., buys 52 weeks of *Joe Emerson's Hymn Time*, quarter hour thrice weekly on WOAI San Antonio. Douglas Fleming, WOAI salesman, looks on.

AWARDS

Jefferson Standard Starts Apprentice Training Plan

JEFFERSON Standard Broadcasting Co., licensee of WBT WBTV (TV) Charlotte, N. C., has inaugurated an apprentice training program in which it selects talented young men and women graduates of colleges in the Carolinas and the Southeast for 18 months' on-the-job training in the company's various departments.

At the end of the training period, according to Charles H. Crutchfield, executive vice president, the trainee is hired on a full-time basis or is helped in securing employment elsewhere in the radio-tv industry. The first trainee is Harold Powell of Raleigh, a 1953 Wake Forest College graduate, who is about midway through his training.

DISCUSSING tv in colleges and universities at a joint district meeting of American College Public Relations Assn. and American Alumni Council at Ames, Iowa, are (l to r): Owen Saddler, executive vice president-general manager of May Broadcasting Co., operator of KMTV (TV) Omaha; Tom Yoe, U. of Kansas public relations director, and Richard B. Hull, Iowa State College radio-tv director.

U. of Detroit Plans

A COMMUNICATIONS art center and five major studio facilities will be established by the U. of Detroit under guidance of the Detroit Educational Tv Foundation, the Rev. Celestin J. Steiner, S.J., university president, said last week. The foundation of 18 educational, cultural and civic organizations in the area currently is raising $1 million to equip studios, build a transmitter and underwrite certain operational expenses, he said. Noncommercial educational uhf ch. 56 is allocated to Detroit.

Mich. Broadcast Meet Set

THE NINTH annual Michigan State Radio & Television Conference of commercial and educational broadcasters will be held March 5 at Michigan State College, East Lansing, according to Robert P. Crawford, college director of radio-tv training. Topic for the conference will be "The Role of Radio and Television as Mass Media."

Film Buying Course

AMERICAN Telecasting Corp., Hollywood, has added a 16-week course devoted entirely to tv film buying, believed to be the first course on the subject, which covers over 125 film distributors and their products. Al Preiss, author of the forthcoming book, *Tv Film Buying Essentials*, is instructor.

BASIC ABC-TV AFFILIATE FOR FRESNO

SATURATES CENTRAL CALIFORNIA'S RICH INLAND MARKET

Effective buying income
$942,044,000
in KJEO coverage area
61,364 sets Oct., 1953
(90 mile contour area)

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Cleaner highs, clearer lows, more faithful reproduction—yours with Soundcraft Professional Recording Tape. It's the only tape that is *Micro-Polished**. . . polished, buffed and repolished to produce a mirror-smooth surface. In addition to lower distortion, Soundcraft *Micro-Polished* Professional Tape assures uniformity of output, improved high frequency response, better head contact and longer head life.

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*PAT. APPLIED FOR

AWARD of a 20-year service button and congratulations go to Barron Howard (l), business manager of 28-year-old WRVA Richmond, Va., from C. T. Lucy, general manager.

Dec. 31 Is Deadline For duPont Nominations

THE radio-television industry was reminded last week that Dec. 31 is the deadline for nominations for the 12th annual duPont Awards. O. W. Reigel, curator of the Alfred I. duPont Awards Foundation, said winners will be announced at a dinner in Washington, D. C., next March.

The winners of the three awards will receive $1,000 each and a citation recognizing their contributions to broadcasting in the public interest. The first prize goes to the radio or tv station of more than average power and coverage, the second to a smaller station and the third to a news commentator.

Last year's winners were WBNS-TV Columbus, Ohio, and WMT Cedar Rapids. Gerald W. Johnson, WAAM Baltimore commentator, received the news award.

NSC Farm Award Forms Sent

NATIONAL Safety Council has announced it will accept entries for the 1953-54 public interest farm safety awards. Council has distributed application blanks to radio-tv farm directors, with deadline of Sept. 1, 1954. Applications again will be judged on station activity for farm safety. Winners—networks and stations—will be announced at the NSC luncheon for the National Assn. of Television-Radio Farm Directors in Chicago next fall. Entries for 1952-53 competition [B•T, Nov. 30], announced at the NSC-NATRFD luncheon Nov. 29, reached an all-time high, according to NSC officials.

Heising Presented Award

PRESENTATION of The Radio Club of America's Armstrong Medal to Dr. Raymond A. Heising for "many notable contributions" in the field of radio technology was made during the organization's 44th annual banquet Dec. 11 in New York.

Dr. Heising

Dr. Heising was associated for 39 years with the Western Electric Co. He retired this year. He is credited with having invented the system of modulation bearing his name, and with having designed and constructed the first transmitter used in overseas telephone service. Other activities of Dr. Heising were in carrier currents, piezoelectrics and fundamental research.

Pat for 'Palooka'

FOR the first time in its history, the Honor Legion of the New York Police Dept. presented a citation last Tuesday to a fiction character popularized on television and in a comic strip. The character honored was Joe Palooka of Guild Film Co.'s tv film series *Joe Palooka Story*, and of the well-known comic strip by Ham Fisher. The citation praised the character's efforts in "combatting juvenile delinquency through symbolizing wholesome Americanism." In an unusual sidelight, Guild Films arranged for a presentation at the Honor Legion's dinner in New York of a filmed sequence in which Joe Palooka (played by actor Joe Kirkwood) expressed appreciation for the award.

WSAZ Huntington, W. Va., and Virginian Electric Co., co-sponsors of a General Electric sales contest, present winner Guy Andrew Jackson (2d from l), a department sales manager at C. H. Parsons Co., Ashland, Ky., with tickets for an all-expense, two-week cruise in South America and the West Indies. L to r, Tom Brooks, WSAZ; Carl Woodrum, Virginian Electric representative at Huntington; Mr. and Mrs. Jackson, and George Andrick, WSAZ radio sales manager.

► NBC honored 28 employes as new members of its 25-year club at luncheon Dec. 10 in New York. After a brief talk by Sylvester L. Weaver Jr., NBC president, certificates and watches were presented to members by Robert W. Sarnoff, executive vice president; Emanuel Sacks, staff vice president; Charles R. Denny, vice president in charge of NBC-owned-and-operated stations, and John M. Clifford, vice president in charge of personnel.

► WNEB Worcester, Mass., last Wednesday observed its seventh anniversary on the air. Highlight of its seventh year was a move to studios covering the entire third floor of the Walker Bldg. in downtown Worcester, WNEB reports.

► NEW members, 135 of them, were inducted into the RCA 25-year club at a banquet in the Bellevue-Stratford at Philadelphia. This brought the total to 1,550. More than 1,200 employes of the Camden, N. J., plant attended the dinner.

★ ★ ★

WBZ Boston-WBZA Springfield, Mass., traffic manager Horace Rolfs (2d from r) receives a 15-year Westinghouse button at a dinner in his honor at Boston. Others (l to r): W. C. Swartley, WBZ-TV station manager; Cy Young, assistant to (r) Paul E. Mills, WBZ-WBZA manager.

★ ★ ★

NEW members inducted into NBC Western Division's Twenty-Five Year Club are (l to r) Les Culley (radio recording); Kay Hardesty (personnel); Max Bauman (purchasing); host John West, NBC Western Division vice president; A. H. Saxton, technical operations manager and only previous 25-year member, and Mort Smith (radio engineering).

RESULTS?

THAT'S US

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York

★ ★ ★

WDRC Hartford, Conn., was awarded a plaque on the 15th anniversary of *Esso Reporter* on the station. L to r are Fred Brokaw, Raymer Agency; William F. Malo, WDRC commercial manager, receiving the plaque from Charles N. Mitchell, local Esso executive, and Jack Powers, Marschalk & Pratt.

a complete

TOWER Package from TOWER Construction Company

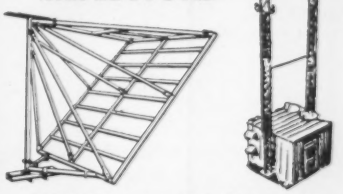
THE WHOLE JOB *Wrapped Up*

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS



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Tops in Towers

TOWER Construction Co.

SIOUX CITY, IOWA

MIX-UP IN TIME MEANS COMMERCIAL TV IN BRITAIN MUST MARK TIME FOR AWHILE

Home Secretary inadvertently 'talks out' debate on the issue in the House of Commons, thus postponing an early vote. Both sides stick to their guns on the question.

THE CLOCKS ran out, or at least the hands were not what they were assumed to be, in the House of Commons last week when the issue of commercial television for Great
ENGLAND Britain came up.

As an aftermath, the all-important vote on commercial television was put off from Tuesday night to last Friday at the earliest.

The debate, a bit heated, simmered into a wild scene when a Parliamentary faux pas—which nobody apparently expected or wanted—tied up the issue.

Voting Rules

Under rules of the House, an issue under debate must be closed by 10 o'clock in order for the matter under discussion to be voted upon that night. But the time inadvertently was "talked out" by Sir David Maxwell Frye, Home Secretary. He was the last speaker for the Government, which favors limited commercial television as an adjunct to the Government-run British Broadcasting Corp.'s television system.

Sir David was still on his feet at 10. Under the rules, he should have sat down at least a few seconds before the hour in order that the Speaker could have put the question whether the debate should be closed.

If the majority assented orally, a division or vote, would have ensued on (1) a Labor Party move to declare the plan against the public interest and then (2) on a Government motion asking approval.

The Home Secretary was in the middle of a sentence when a Conservative near him, noticed the clock, and hastily pulled at Sir David's coattail. Sir David sat down quickly but too late.

Labor members jumped to their feet and shouted that Sir David had talked out the debate. The chair supported the Labor opposition and the matter then was postponed automatically.

The hotly-contested subject of commercial tv, supported by the Churchill Government, was cleared through the House of Lords with opposition there not strong enough to trip the proposal on its passage in Parliament. But the House of Commons action is the more significant at this time.

Debate carried two days—Monday and Tuesday—with the Laborites arguing that the Government plan to set up a system in addition to the BBC tv and permit advertising would be wasteful and would bring low-grade programs controlled by the advertisers.

The Government's position was restated; its desire is to end the BBC monopoly in television and also to stimulate the medium's development through competition.

If the matter failed consideration last week it was expected that the question of commercial tv would be taken to a vote sometime during this week.

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For real sales results use KGW—an economical and efficient medium for covering the rich Oregon market.

For details, contact any office of Edward Petry, Inc.

*Name on request.

KGW

Affiliated with NBC

French Tv Plan Shelved

FRENCH Government officials have withdrawn that country's four-year plan to improve and expand its television system after the National Assembly, led by Communist op-
FRANCE ponents, refused to vote the means of financing the proposed $48 million development. The plan called for a bond issue and an increase in the yearly tax on radio and tv sets, now $3.60 and $8.50, respectively. France has 8,400,000 radio sets and 60,000 tv receivers.

CKSO-TV to Carry U.S. Shows

NEGOTIATIONS are being completed by CKSO-TV Sudbury, Ont., to carry programs of CBS-TV, NBC-TV, ABC-TV and DuMont Television Network, it was reported
CANADA last week by Weed Television, sales representatives in the U. S. for the station.

CKSO-TV, a commercial station, will carry such programs by routing them through CBC which will not charge for handling. Three CBS-TV shows are expected to be launched over CKSO-TV at an early date, according to Weed.

Non-Commercial Yuletide

ALL commercial programs have been cancelled by the Canadian Broadcasting Corp. for its Trans-Canada network for Christmas Day. Shows are
CANADA being replaced by a number of special programs from all parts of the British Commonwealth. These will include the annual Christmas Day broadcast by Queen Elizabeth, this year from Auckland, New Zealand, a round-the-world broadcast from Commonwealth countries including several from various parts of Canada, a carillon recital from Ottawa, a number of church services, special musical programs, a broadcast by A. D. Dunton, CBC board chairman, a number of special children's programs and a special program for Canada's armed services overseas.

CANADA READIES MICROWAVE LINKS

Networks will tie in service from Toronto to Windsor, rendering programs to four cities, and Montreal to Quebec.

NEW microwave networks are being set up in Canada for television, according to J. A. Ouimet, general manager of the Canadian Broadcasting Corp.
CANADA CBC has accepted a joint tender of the Canadian National and Canadian Pacific Railways to provide television network service from Toronto to Windsor, Ont. (opposite Detroit), and from Montreal to Quebec. The Toronto-Windsor link will pass through Kitchener, Hamilton and London, Ont., making possible network service to independent stations in these four cities. A temporary microwave link is to be ready for Christmas between Toronto and London, where CFPL-TV is now receiving CBC network programs on kinescope.

Permanent Links

Permanent microwave links will be in operation by early 1954 when stations in all the cities covered by the networks will be in operation. CBC has contracted with the joint Canadian National-Canadian Pacific services for eight hours daily and such additional time as the CBC may require. Price of contract was not announced.

Until now a Bell Telephone microwave link has been the only tv network link in Canada from Buffalo, N. Y., to Toronto, Ottawa and Montreal.

Extension of the microwave network will aid all Canadian tv stations which must carry a minimum of 10½ hours of CBC sustaining or commercial programs, some of which may be brought in from U. S. networks through the Buffalo entry point.

Turkey Taking Radio Bids

AMERICAN contractors are being invited to submit bids for construction of four new radio broadcast transmitter stations in
TURKEY Turkey, to be located at Izmir, Adana, Erzerum and Ankara. The detailed technical specifications may be obtained from Directorate-General of Press, Broadcasting and Travel, Ankara, Turkey, against payment of 250 Turkish lira (about $90).

AT opening of CFPL-TV London, Ont. [B•T, Dec. 7], second independent station on the air in Canada, are (l to r), Walter J. Blackburn, president and managing director of the London Free Press Printing Co., owners of CFPL-TV; Glen Robitaille, chief engineer of CFPL-AM-FM-TV; Murray Brown, manager of CFPL-AM-FM-TV; Bob Reinhart, operations manager of CFPL-TV, and cameraman Tom Ashwell. CFPL-TV, on vhf ch. 10, commenced Nov. 28.

Tv Building Own Audience; Radio Listening Up——E-H

MORE people are listening to radio than ever before and television has built its own audience, a survey by Elliott-Haynes Ltd., Toronto, reveals. Survey was made in the Toronto-Hamilton-Niagara Falls area of southern Ontario, where about one-half of all tv receivers are located. It was made to find out what effect tv is having on radio listening.

CANADA

The report states that "with the development of television in Canada, advertisers, agencymen, broadcasters and telecasters have been concerned with what effect this new medium is having on radio listening. . . . Based on November evening surveys throughout the Toronto-Hamilton-Niagara areas from 1941 through 1953 the radio sets-in-use index for November 1953 is four percentage points below the 1941-46 average, and five percentage points below the 1947-52 average.

"Here's what was happening before tv: Out of every 100 homes 21% were away from home, 42% were at home, not listening, and 36% were at home listening. Here's what is happening today: Out of every 100 homes 14% are away from home, 27% are at home, not listening or viewing, 32% are at home listening to radio, and 27% are at home viewing tv."

Building Audience

The report concludes that television is building its own audience, 26% from former away-from-home homes, 59% from former at-home-not-listening category, and 15% from former radio-listening homes. But there has been a 55% increase in radio homes since 1940, from 400,000 in the Toronto-Hamilton-Niagara area, to 620,000 today. With a lower sets-in-use index today radio delivers a larger audience. The evening audience was 186,945 in the 1941-52 period and increased to 195,920 today, or 4.7% more in November 1953 than over the 12 year average.

Central America's 1st Tv Planned for El Salvador

PLANS for erecting a tv station in El Salvador were revealed Tuesday in New York by Raul Trabanino, general manager, Radio Television YSU, who said it would be the first tv station in Central America. During his visit to New York he has talked with representatives of several manufacturers of tv transmitting equipment, but the decision as to which make will be purchased will not be made until after his return home, he said.

EL SALVADOR

Mr. Trabanino reported that a radio network stemming from YSU San Salvador, 10-kw station which has just completed seven years on the air, is now under construction and will be completed by spring, with repeat stations to carry YSU programs to all parts of the country. This will be the first Central American network, he said.

El Salvador has much to offer American advertisers, Mr. Trabanino said. He pointed out that the country exports to the U. S. alone $60 million worth of products, chiefly coffee and sugar, each year, while importing only $36 million worth of U. S. wares. "This means," he said, "that we have a surplus of $23 million or a potential market for U. S. products almost twice as big as it is today."

The 2.5 million people of El Salvador own

Tv Wrestling Helps

USING top-notch wrestlers on television is believed to have helped Toronto wrestling promoter Frank Tunney to have sell-outs to his matches at Toronto Maple Leaf Gardens. Mr. Tunney points out that "where some promoters make a mistake is in giving the tv audience mediocre matches. They're trying to save money. I feel that if you give them top matches in the supporting card, they'll want to come out to see the features. But mainly you have to have top wrestlers, and that's what we've been giving them." He feels that he has "attracted some customers from the tv audience."

CANADA

GET TEXAS MONEY!
Over Half Million Dollars a day Pouring from our East Texas Oil Field Alone!
KFRO
"Voice of Longview" —TEXAS

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION
WIBW CBS RADIO in Topeka
Ben Ludy, Gen. Mgr., WIBW-KCKN
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JACKSON'S (MISSISSIPPI)
1st VHF TELEVISION STATION
WSLI-TV
. . . extends season's greetings and is happy to announce that its operation will begin shortly after the first of the year.
WSLI-TV CHANNEL 12
MISSISSIPPI'S WEALTHIEST MARKET
Weed Television — National Representative

about 100,000 radio receivers, Mr. Trabanino reported. To reach them by radio advertising via YSU would cost $30 for an evening hour or $3.60 for an announcement, he said. Asked the cost of a radio campaign to introduce a new product to the country, he answered that a daytime serial could be sponsored for a full year at an overall cost of about $3,200, including both program and time charges.

U.S., Canada Radio Shows Rated Evenly for November

U.S. AND CANADIAN network evening shows are listed about evenly among the first 10 programs in November, according to the national report of Elliott-Haynes Ltd., Toronto.

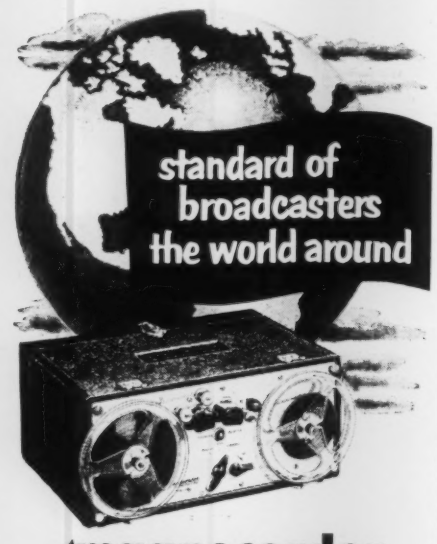
CANADA

First was *Radio Theatre* with rating of 26, followed by *Our Miss Brooks* 24.5, *Amos 'n' Andy* 24.3, *The Tylers* (Canadian) 17.6, *Great Gildersleeve* 17.2, *Ford Theatre* (Canadian) 16.7, *Arthur Godfrey* 16.5, *Musical Show* (Canadian) 16, *NHL Hockey* (Canadian) 15, and *Suspense* 14.6.

Leading daytime programs were *Ma Perkins* 15.6, *Pepper Young's Family* 14.7, *Right to Happiness* 14, *Aunt Lucy* 12.9, and *Happy Gang* (Canadian) 12.7.

Leading transcribed shows heard nationally in November were *Red Skelton* 19.8, *Take a Chance* (Canadian) 17.9, *I Was a Communist for the FBI* 16.8, *Fun Parade* (Canadian) 16.4, and *Denny Vaughan Show* (Canadian) 14.9.

French-language evening network shows were led by *Un Homme et Son Peche* 39.8, *Metropole* 25.1, *Tambour Battant* 24.9, *Chanson de l'Escadrille* 24.4, and *Le Survenant* 22.4. Daytime French-language network shows were *Jeunesse Doree* 31.6, *Les Joyeux Troubadours* 30.1, *Je Vous ai Tant Aime* 30.1, *Francine Louvain* 28.5, and *Rue Principale* 28.1.



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Station Authorizations, Applications
(As Compiled by B • T)

Dec. 10 through Dec. 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Nov. 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,485	535	101
CPs on air	24	26	†233
CPs not on air	113	20	215
Total on air	2,509	561	†334
Total authorized	2,622	581	550
Applications in hearing	129	1	154
New station requests	181	5	236
Facilities change request	149	30	16
Total applications pending	836	94	370
Licenses deleted in Sept.	0	3	0
CPs deleted in Sept.	0	3	7

***Does not include noncommercial educational fm and tv stations.**

†Authorized to operate commercially.

* * *

Am and Fm Summary through Dec. 16

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,515	2,495	138	182	137
Fm	563	537	21	6	3

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	194	292	486[1]
Educational	11	17	28

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	220	112	332
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	vhf	uhf	Total
Commercial	888	337	685	520	1,206[2]
Educational	51		25	26	51[3]
Total	919	337	710	546	1,257[4]

[1] Thirty CPs (7 vhf, 23 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 28 already granted.
[4] Includes 514 already granted.

* * *

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Duluth, Minn.—Red River Bcstg. Co., granted vhf ch. 3 (60-66 mc), ERP 100 kw visual, 50 kw aural; antenna height above average terrain 809 ft., above ground 558 ft. Estimated construction cost $291,501, first year operating cost $288,000, revenue $332,000. Studio and transmitter location Observation Road and 11th St., Duluth Geographic coordinate 46° 47′ 08″ N. Lat., 92° 07′ 15″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Millard M. Garrison, Washington. Applicant is licensee of KDAL Duluth. Principals include: President and Treasurer **Dalton Le Masurier** (70%), general manager of KDAL, 79% owner of WQUA Moline, Ill., and until 1948 licensee of KILO Grand Forks, N. D.; Vice President **Robert A. Dettman** (10%), chief engineer of KDAL, 8% owner of WQUA and 10% owner of WIRL Peoria, Ill.; Vice President **Odin Ramsland** (10%), commercial manager of KDAL, 8% owner of WQUA and 10% owner of WIRL, and **Charles Le Masurier** (10%), retired. Address 218 Bradley Bldg., 10 East Superior St., Duluth, Minn. Granted Dec. 11.

Kirksville, Mo.—KBIZ Inc. (KBIZ Ottumwa, Iowa), granted vhf ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1080 ft., above ground 1101 ft. Estimated construction cost $260,000, first year operating cost $168,000, revenue $185,000. Post Office address 2513 North Court St., Ottumwa, Iowa. Studio and transmitter location 3 miles S. of Downing. 07 mi. S. of State Hwy. A, near Downing, Mo. Geographic coordinates 40° 26′ 30″ N. Lat., 92° 22′ 13″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington Principals include President **James J. Conroy** (66%), also president of WBIZ Eau Claire, Wis., and WLCX La Crosse, Wis., and **Roland C. Buck** (33%). Granted Dec. 16.

Asheville, N. C.—Skyway Bcstg. Co. (WLOS) granted vhf ch. 13 (210-216 mc): ERP 170 kw visual, 85.2 kw aural: antenna height above average terrain 2850 ft., above ground 340 ft. Estimated construction cost $480,459, first year operating cost $156,746, revenue $250,0000. Studio location to be determined. Transmitter location atop Mt. Pisgah, 7.5 mi. SE of Canton. Geographic coordinates 35° 25′ 24″ N. Lat., 82° 45′ 25″ W. Long. Transmitter and antenna Federal. Legal counsel Frank U. Fletcher, Washington. Consulting engineer John Creutz, Washington. Principals include President **Charles M. Britt** (12.21%), Vice President **Charles B. Britt** (13.87%),, Secretary Charles G. **Lee Jr.** (1.88%), Assistant Secretary (Mrs.) Julia **L. Pfaff** (0.08%), Assistant Treasurer **M. T. Karleskint** (1.21%), **Joe H. Britt** (16.84%) and **Dr. G. Curtis Crump** (5.37%). Granted Dec. 10.

Ada, Okla.—Eastern Oklahoma Tv Co., granted vhf ch. 10 (192-198 mc); ERP 251 kw visual, 141 kw aural; antenna height above average terrain 760 ft., above ground 725 ft. Estimated construction cost $418,114.06, first year operating cost $170,000, revenue $300,000. Post office address % Bill Hoover, Box 642, Ada, Okla. Studio location to be determined. Transmitter location Okla. Hwy. 99, 8½ mi. N of Ada. Geographic coordinates 34° 54′ 08″ N. Lat., 96° 40′ 37″ W. Long. Transmitter and antenna RCA. Legal counsel, Spearman & Roberson, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **C. C. Morris** (35.3%), president and 51.5% stockholder KADA Ada, president and 51.9% stockholder KWSH Wewoka, Okla.; Vice President **Bill Hoover** (32.3%), vice president and joint owner with his wife of 16.1% of KADA and vice president and joint owner with his wife of 15.33% KWSH; Secretary-Treasurer **Brown Morris** (32.3%), secretary-treasurer and joint owner with his wife of 16.1% KADA and secretary-treasurer and joint owner with his wife of 15.33% KWSH. There are 112 non-voting stockholders. Granted Dec. 16.

Enid, Okla.—Streets Electronics Inc., granted vhf ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 800 ft., above ground 816 ft. Estimated construction cost $381,970, first year operating cost $180,000, revenue $200,000. Post office address P. O. Box 807, Enid, Okla. Studio location 206 E Randolph St., Enid. Transmitter location 9.4 mi. east of Enid, 0.37 mi. south of U. S. 64. Geographic coordinates 36° 23′ 07″ N. Lat., 97° 42′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Philip Bergson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **George Streets** (18.16%), president of Streets Co. (retail appliance sales); Vice president **Bruce E. Wallace** (10.23%), president and 50% owner of Youngblood Hotel Corp., Enid, and Hotel Camden, Camden, Ark.; Treasurer **Walter P. Scheffe** (10.23%), owner of Scheffe's Prescription Shop (retail drugs), Enid; Secretary **Robert M. Greer** (10.23%), secretary-treasurer and 3% owner of George E. Failing Supply Co. (mfrs. of portable

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711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
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Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
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CONSULTING RADIO ENGINEERS
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P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

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John A. Moffet—Associate
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FCC & FIELD ENGINEERING
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Riverside, Ill.
(A Chicago suburb)

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Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
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Box 2468, Birmingham, Ala.
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ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
1230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
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Engineer on duty all night every night
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Complete Installations
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Offering discs concerning Studebaker Cars, punches Terrific sales for Local Dealers! One station in Each city being approached. Inquiries are really not necessary.
BOX 11 HOLLYWOOD

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AM-TV Broadcast Engineering
Complete Field Measuring Service
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Los Angeles, Calif.

Member AFCCE

drilling rigs), Enid; **P. R. Banta** (10.23%), owner of Banta Construction Co. (paving construction), Enid; **George E. Failing** (10.23%), president and 85% owner of George E. Failing Supply Co., and **Ed McGivney** (10.23%), partner in Valley Lumber Co. Tonkawa, Okla. Grant was made possible by dismissal of competitive bid of The Enid Radiophone Co. (KCRC) which receives 2 year option to purchase 20% interest in the new tv venture for par value of stock less $5,000 for expenses incurred in filing its own application. FCC grant is on condition that The Enid Radiophone Co. dispose of its interest in KCRC. Granted Dec. 16.

Amarillo, Tex. — Plains Empire Bcstg. Co. (KLYN), granted vhf ch. 7 (174-180 mc); ERP 5 kw visual, 2.07 kw aural; antenna height above average terrain 620 ft., above ground 574 ft. Estimated construction cost $308,280, first year operating cost $155,000, revenue $180,000. Post office address P. O. Box 2387, Amarillo, Tex. Studio location 1014 West Seventh St. Transmitter location 2½ miles north of Amarillo city limits and 1 mi. west of Route 87. Geographic coordinates 35° 17' 23" N. Lat., 101° 50' 49" W. Long. Transmitter and antenna GE. Legal counsel Colton & Caviness, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Richard G. Hughes** (98%), owner of KHUZ Borger, Tex., and Hughes Development Co., Pampa, Tex.; Vice President **Howard Roberson**, Secretary-Treasurer **Troy Curlee**, and **Estate of Clyde K. Bowman** (2%). Granted Dec. 11.

La Crosse, Wis. — La Crosse Television Corp., granted uhf ch. 38 (614-620 mc); ERP 18.2 kw visual, 9.12 kw aural; antenna height above average terrain 350 ft., above ground 165 ft. Estimated construction cost $245,495, first year operating cost $150,000, revenue $150,000. Post office address % George Becker, 270 Park Ave., New York. Studio location to be determined at LaCrosse. Trans-

(Continued on page 110)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Station manager. 250 watt network affiliate, San Joaquin Valley, Calif. Must be strong on sales. Phone Redondo, Calif., Frontier 2-9879 or write Box 784A.

Experienced station manager. Can offer large interest in station to right man for nominal investment. Box 791A, B•T.

Manager for well established radio station in one of laregst markets in southeast major network affiliation. Must have wide aggressive sales, programming and promotion experience. Prefer well-known personality; technical and legal experience unnecessary. Top salary and incentive for right man. Box 801A, B•T.

We need ideas . . . saleable ideas . . . and a man who can not only dream them up; but also can produce results in sales. This is a commercial manager position with unlimited possibilities at a five thousand watt indie in Muskegon, Michigan. If you think you qualify, let us know all about it in your first letter. WKNK, Muskegon, Michigan.

Salesmen

Salesmen free to travel with well known, national organization are earning $150.-$300. weekly. commissions selling new copyrighted special feature for leading tv stations in midwest. Dependable men can advance to campaign managers. $15,-000.-$18,000. yearly. Write 628A, B•T.

Florida salesman. Experienced man. Excellent opportunity for hard worker. Give full details in your first letter. **Box 676A, B•T.**

Salesman have opening for aggressive experienced radio salesman network station in important market. Box 718A, B•T.

Assistant sales manager for kw daytimer, one station market—eastern Pennsylvania. Prefer experienced all 'round radio man. A job with a future. Excellent announcing and production staff. Salary, plus commission. Box 793A, B•T.

Salesman network station southeastern metropolitan market. Must be experienced with proven sales record. Excellent working conditions. Give full particulars first letter. Box 807A, B•T.

Established New Mexico station has opening for commercial manager. Monthly salary, car allowance, commission, paid vacation, and insurance benefits. Present commercial manager in job three years. Must be experienced, married, sober and reliable. Give full details first letter. Box 815A, B•T.

Ambitious salesman-announcer—Capable, experienced, interested in selling. Commission plus good salary. Telephone today. KPRK, Livingston, Montana.

Top sales position open January 1st, established accounts give you good starting commissions. Job calls for experience and proven ability. Send information, references and photo to WBCK, AM-TV, Battle Creek, Michigan.

Smart BROADCASTING - TELECASTING gal Eleanor Manning can advise and direct you on shrewd use of B•T's pages to reach thousands of decision-making people in AM-TV industry. Institutional ads her specialty. Hear her startling stories of opinion-making use of B-T's pages by such firms as US Steel, General Motors, Zenith, Westinghouse, Esso, Republic, Aviation, etc. Write, wire, phone—BROADCASTING-TELECASTING, 444 Madison Avenue, New York City, Plaza 5-8355.

Announcers

Experienced, versatile, all-round announcer with first or second phone ticket. Permanent. Paid vacation. Car necessary. Send complete resume first letter. Start $75. weekly. Box 524A, B•T.

Combo man with first class ticket for central Pennsylvania am-fm. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send resume. Salary open. Box 614A, B•T.

Announcer-salesman combo men. 1st phone desirable. Midwest. Wire Box 716A, B•T.

Help Wanted—(Cont'd)

Experienced announcer capable of doing emcee work and delivering selling commercials on radio and tv. Box 717A, B•T.

Four combo men with first class ticket for midwest, kilowatt independent. Strong on announcing. Salary $90. for 44 hours. Send disc, tape, resume. Box 742A, B•T.

Announcer-engineer, need two good combination men. Attractive Florida city. Box 748A, B•T.

DJ wanted for 2 to 7 PM daily program. Aggressive, know music and artists, clever ad-lib, must have personalized sell ability. Terrific opportunity right man. Self promotion ideas a must. Eager to attack competition, million and one-half eastern market. 5000 ABC affiliate. Send tape, picture, ideas, salary expected. Box 792A, B•T.

Announcer-engineer with first class ticket. Good staff man. Convenient to New Orleans. Fine opportunity for right man. Box 814A, B•T.

By January 1st, three experienced announcers with first or third class tickets. Good salary, talent and overtime. North Carolina station. Send tapes and all information. Box 816A, B•T.

Combo man for NBC affiliate. Permanent position. Top salary for right man. Phone or write Paul Hayes, KCIL, Houma, La.

Experienced announcer-engineer with first second or third ticket opening staff first of year. Send voice recording or tape details to Dave Button, Manager, KSVP, Artesia, New Mexico.

We are looking for a topnotch disc jockey to handle six am to ten am period daily, plus schedule until one P.M. $125. weekly plus high potential talent midwestern market, over three hundred thousand population. Please submit audition with letter. WHKK, Akron, Ohio.

Immediately. Experienced announcer, news, DJ, night shift. Must be able to handle control board and tape recording equipment. Good salary, excellent working conditions. 45,000 population community. Tape recording or personal interview necessary, plus references. WJBC, Bloomington, Illinois. Phone 5281.

Announcer for 250 watt Upper Michigan independent. Experience desired but not necessary. Send audition, letter and salary desired. Station WJPD, Ishpeming, Michigan.

Morning personality announcer. Must have strong air voice, pleasing commercial personality. Good pay, fine future. No floaters. Complete resume, photo and tape first letter. Harry Weaver, Manager, WOKE, Oak Ridge, Tennessee.

Experienced staff announcer who can also do play-by-play sports. Top wages and chance for advancement. Opportunity to sell if you desire. Linder Group, Box 393, Willmar, Minnesota.

If you're an experience disc jockey who can sell, you can start at $105. per 40-hour week on a top Pacific northwest independent radio station immediately! 1st phone required. Send background information and audition tape to Keene, 221 Douglas Bldg., Seattle 1, Washington.

Technical

East coast major market independent wants first class combination man. Excellent salary and working arrangement. Personal interview and audition required. Write in detail giving references which will be checked. Box 271A, B•T.

Station in sunny southwest has three job openings soon. Transmitter operator for tv. Transmitter operator for am. Also maintenance man for tv. Latter must have some special training or experience on tv equipment. Apartment available. Box 780A, B•T.

Michigan independent has immediate opening for licensed engineer. Studio and transmitter location combined. Good working conditions. Send all details in first letter to M. Robinson, WHFB, Benton Harbor, Michigan.

Help Wanted—(Cont'd)

Ohio network affiliate of more than 25 years' standing has opening for junior engineer with first class license, age 21-30, experience unnecessary but desirable, am-fm-tv operation. Only individuals who are stable, willing and interested in their work, looking for permanent employment should apply. Furnish complete information, at least four references, and salary requirements in your application. Box 837A, B•T.

Combination man first phone with car 5 kw regional $75. weekly. Call collect 3-1336, KJAY, Topeka, Kansas.

1000 watt network station in the heart of hunting and fishing land seeks capable engineer who can announce or handle copy. Excellent opportunity for advancement into executive position with growing organization. KVWO, Cheyenne, Wyoming.

Engineer-instructor. Permanent staff openings for two college men with teaching experience or over five years broadcast experience. $4500. per year to start. Teach theory on am-tv transmitter and studio equipment. Established accredited school. Write C. L. Foster, Central Technical Institute, 1644 Wyandotte, Kansas City, Missouri.

Production-Programming, Others

Advertising copywriter wanted. First letter should tell all. Box 758A, B•T.

Tv director needed immediately by vhf, RCA equipped station, now in sixth year of operation, NBC affiliate in major midwest market. Must be experienced in handling local live programs. Excellent opportunity for top-notch man. Give complete information covering experience, educational background and references. Box 824A, B•T.

Ohio station looking for news director. Prefer man who can do some news broadcasting as well as run a regular local beat. Must have working experience. Send full details including tape or disc to Box 826A, B•T.

Girl to write commercial copy. Air voice. Send photo, references. WBCK, Battle Creek, Michigan.

Assistant promotion director. Experienced promotion girl or man for assistant to WFMY-TV, Greensboro, North Carolina promotion director. Desire person with ideas and ability to execute. Would handle on the air, newspaper, trade press advertising. Furnish WFMY-TV complete resume of experience, salary requirements and small photograph.

Television

Salesmen

Need experienced tv salesman excellent opportunity for real producer. Box 719A, B•T.

Technical

Tv maintenance engineer with experience on RCA equipment needed by southeastern station. Salary open. Give complete background, experience and snapshot in first letter. Box 832A, B•T.

Engineers needed by new tv station in deep south. Here is a chance to gain valuable tv experience. Must have 1st class license. Please include snapshot in first letter. Box 833A, B•T.

Tv engineer, first class licensee for 100 kw erp transmitter. Must have experience with uhf or vhf transmitters and associated equipment. Excellent working conditions: Write for personal interview, giving experience, references and salary desired. C. R. Thon, Operations Manager, WGLV, 48 North 4th St., Easton, Pennsylvania.

Production-Programming, Others

Major market tv station needs one program director. Must be experienced as assistant PD or PD. Box 645A, B•T.

New Latin American station interested all personnel other than management. Reply Box 788A, B•T.

Situations Wanted

Managerial

Station manager—7 years managerial experience. 12 years radio experience. Interested in moving to larger market with fulltime station. Prefer making change between January and April. Box 679A, B•T.

Situations Wanted—(Cont'd)

One of the best known men in advertising is interested in taking over a good tv or radio station or both. Can arrange financing if property is for sale at fair price. This executive is widely experienced in media sales at national and local levels. Fine record in broadcasting and other major advertising media and in agency field as account executive—new business—understand research, creative, handles people well. If you have a station or stations or other adv. opportunity where such ability can be used worth while. Arrange interview Box 781A, B•T.

15 years as co-owner of one of Illinois' most successful local stations. Present position—5 years as manager of thriving local independent Wisconsin station. Desire change for personal reasons. Results guaranteed or no salary. Available in 30 days. Box 794A, B•T.

Managerial position with new or established 250 watt local that needs a job of selling. Excellent sales success in difficult market. Well qualified—16 years experience two 250 watters; 14 present job; 10 as commercial and sales promotion manager. All phases 250 watt operation. Have developed numerous original commercial programs. Top references. Box 817A, B•T.

Manager-commercial manager with sales know-how. College educated. Excellent references. Available personal interview. Box 830A, B•T.

Salesmen

Salesman-programming. Experience all phases station duties. Married, 23. Prefer midwest. Box 790A, B•T.

If your station really needs an aggressive sales management team, one that can handle programming and promotion as well, and can prove your station can operate better, and more profitably, then send details to Box 802A, B•T.

Salesman-announcer prefers station south or west, John Magla, 2915 First Avenue South, Minneapolis, Minnesota.

Announcers

Negro announcer, top DJ personality newscaster commercial and control board. Some experience. Box 710A, B•T.

Good play-by-play. 3 years experience. Desire class A or B minor league baseball with college football and basketball tie in. Good sports background, married, college graduate. Box 783A, B•T.

Announcer-newscaster. Seven years experience, including television. Top references. Excellent background. Box 795A, B•T.

Announcer, topnotch, personable, employed television-radio. Desires eastern location. Veteran, married. Box 796A, B•T.

Announcer-engineer, first phone ticket with emphasis on announcing. College graduate with experience seeking permanent position. Box 797A, B•T.

Announcer—20, 16 months experience also school background, draft exempt, travel anywhere, strong on commercials, control board operation, hard worker, tapes to send. Box 800A, B•T.

Announcer. Desires sports station. Can handle play-by-play, also staff. Experienced. College grad. Control board. Eastern area radius. Box 803A, B•T.

Announcer. All phases, can run board, 6 months experience, small independent, good potential, free to travel, references. Box 806A, B•T.

Country DJ. No amateur. Play bass. Interested radio or tv. Box 821A, B•T.

Announcer—thoroughly trained in radio-tv can operate console. Good voice personality. Will travel, tape available. Box 829A, B•T.

Want a "Town and Country" DJ? Country singer. Also work staff. Ohio, anywhere. Tapes, resume request. Box 835A, B•T.

Personality deejay, staff work, experienced, draft exempt, have gimmick. Prefer East coast, minimum $75. plus talent. Available February. Tape, brochure. Russ Barron, 5478 Arlington St., Philadelphia, Penn.

Announcer, three and one-half years experience, single, twenty-eight years of age, Wisconsin location desired. Presently employed. Call or write, Eugene L. Books, 300 Federal St., Midland, Mich.

Announcer, recent broadcasting school graduate; no experience; 3rd class ticket. Joseph James, 158 West 8th St., Bayonne, New Jersey. Federal 9-8279.

Situations Wanted—(Cont'd)

Announcer draft exempt. 3 months experience. Operate board. News, commercials, platters; emphases sports. Available immediately. Young. Andy Denonn, 169 Columbia Heights, Brooklyn, New York. Main 4-0088.

Colored disc jockey. Recent graduate of Cambridge School of Radio, Television Broadcasting. Slight British accent. Very good at producing various types of musical and variety shows. Excellent control board operator. Very good personality. Broadcasting over New York stations. Good on interviews. Educated; University of London, England. Draft exempt, age 27, willing to work. Will consider any offer. Reginald Dwyer, 933 St. Marks Ave., Brooklyn, New York. PR 8-5314.

News, DJ, commercials, control board, conscientious and reliable. Married, veteran, free to travel, tape upon request. Al Martin, c/o General Delivery, Ft. Pierce, Florida.

Negro DJ-newscaster, control board. Veteran, some experience. George Truhart, 2406 8th Ave., New York, New York. Apt. 12G.

Technical

Chief engineer. 20 years in radio. B.S. in E.E. Prefer southeast. Box 786A, B•T.

Engineer, first class license, have car. Prefer New England area. Box 804A, B•T.

Second phone. No broadcasting experience. Chance to gain experience while studying for first class. Desires studio and remote work. No announcing. Box 819A, B•T.

Production-Programming, Others

News director-newscaster seeks good salary, talent with major marketer. Authoritative news background. Proven news chief 50 kw metropolitan newspaper ownership. Box 785A, B•T.

Production director-writer. Thoroughly experienced. NBC background; WMAQ—WRC—KNBC. Production manager WFAA. Inactive for several years desires to re-enter field. Salary secondary to opportunity. Consider any area. Theater background as actor-director makes good tv potential. Box 798A, B•T.

Experienced copywriter-traffic manager. Single Draft exempt. Some air work. Box 799A, B•T.

Commercial copywriter-announcer, experienced gal; sells, handles participating show; resourceful. Box 825A, B•T.

Television

Announcers

Top personality man. Show business background. Am & tv experience. To handle variety, music shows, east coast, permanent position. Box 818A, B•T.

Heartbroken, tv grant denied. Desire video after six successful years in radio. Combination announcer, production specialist, fine newscaster. Excellent references. Box 834A, B•T.

Technical

Position in tv only. Applicant has 1st phone, car, schooling and am-fm experience. Box 813A, B•T.

First phone, many years of studio experience, no tv experience. Good employment record. Want tv control operation job. Box 831A, B•T.

Tv engineer, 3 years' experience. All phases with Xmtr. Emphases. Prefer central part of country available on 2 wks. notice. Box 836A, B•T.

Production-Programming, Others

Married team: completely experienced production, programming, traffic. CBS newsfilm correspondent, complete filming equipment. Presently production, program manager CBS affiliate. Box 812A, B•T.

Director-announcer desires eastern job. Recent graduate television school 7 years radio experience all programming phases; radio, tv writing. Available for interviews. Box 820A, B•T.

Program or program-production manager. Can organize new station. Good training, experience and poven ability. Family man, community and public service minded. Box 827A, B•T.

Situations Wanted—(Cont'd)

Program director opening sought. Pioneer tv producer-director with major market experience building, producing, directing shows and commercials. Also tv film experience. Box 828A, B•T.

For Sale

Stations

5,000 watt smooth western daytime operation. Bargain priced due to other interests. $50,000 full price. Do not answer unless qualified. Box 789A, B•T.

Our free list of excellent radio buys is now ready. Ask for your copy today. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Two complete DuMont dual image orthicon chains with accessories. Two complete RCA 7000 mc microwave relay links and one General Electric 2000 mc microwave studio link. One Lynn coach television truck, suitable for use as a complete mobile studio. Large assortment of audio and lighting equipment. Will sell as package or on piece basis. If interested, contact Box 810A, B•T.

Have spare zoomer lens; perfect condition. Box 811A, B•T.

270 foot Wind-Turbine guyed tower at sacrifice. Available with or without guy wires. Will deliver anywhere in middle Atlantic area. Four years old. Make offer. Box 822A, B•T.

Remote broadcast pick-up transmitter. Gates MO-3546 transmitter mounted in covered trailer with center loaded antenna. Now operating on 2830 kc. Just plug in a remote amp and its ready to go. Very reasonable. WEKZ, Monroe, Wis.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

6,000 gags dictionary, A to Z. Cream of Wit. $3.50. Rod Arkell, Sebring, Florida, or ask bookstores.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, etc., fastest service. Also monitor and frequency measuring service. Edison Electronic Co., Temple, Texas. Phone 3-3901.

Call Letter specialties—money getting promotions! Write RA-TEL, Box 770, Huntsville, Ala.

Wanted to Buy

Stations

Station wanted. Financially able party wishes to purchase all or part of station in south central, preferably Tennessee. Small or large market. **Box 701A, B•T.**

Equipment, etc.

Portable video microwave, five or six bay channel 5 turnstile, opaque, slide and rear screen projectors, studio lighting. Reply Box 787A, B•T.

Used am field intensity meter—Appearance is unimportant, state operating condition, price in first letter. Box 823A, B•T.

Want to buy used audio equipment any condition, turntable chassis, console, tape recorder. State exact condition and cash price. KAYS, Hays, Kansas.

Interested in buying 250 watt transmitter in working condition. Write Jerome Sill, WMIL, Milwaukee, Wis.

Console, recent model. WOOK, Washington, D. C.

One 300 foot self-supporting tower, strong enough to hold six bay channel 8 tv batwing antenna and dual $1\frac{5}{8}$" concentric lines. Also one 200 foot self supporting tower with insulators . . . Please give tower base, dimension, make, location and price with approximate weight. Write Box 581, Idaho Falls, Idaho.

Good used DuMont flying spot scanner. Details to R. J. Carr, Purchasing Agent, International Telemeter Corp., 2000 Stoner Ave., Los Angeles 25, Calif.

Miscellaneous

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

(Continued on next page)

Help Wanted

Managerial

WANTED GENERAL MANAGER
PENNSYLVANIA STATION

Must have strong sales background. Pleasant town. Experienced staff to work with. Incentives. Give complete history, experience, references, and salary expected. Box 808A, B•T.

Salesmen

Radio and television salesman that likes to sell for an expanding and progressive operation in the Midwest. Contact Mr. Evans Nord, KELO-TV, Sioux Falls, South Dakota.

Television

Production-Programming, Others

WANTED

Personable young man to handle television traffic, act as a producer-director and television announcer on camera.
Also, a competent radio engineer with First Class Ticket.
Prefer residents of Northwest.
Contact Ed Cooney at KOPR-TV
Finlen Hotel, Butte, Montana

Situations Wanted

Managerial

Some station manager wants a good assistant to worry about details of plant operations so he can concentrate on promotion, local and national sales. I am presently employed as such an assistant, but seek change. Quality of organization, permanency, and future prospects of paramount importance. Box 805A, B•T.

Television

Managerial

AVAILABLE IN 30 DAYS
Tv personality and/or Ass't general manager. Currently employed in major market. 10 years radio and tv . . . All phases. Now 14 hrs. per week on tv . . . All commercial. Family man. Best references including present employer. 36 years old. Prefer east coast or Florida.
IS LOW BUDGET LOCAL PROGRAMMING YOUR PROBLEM?
WRITE TO BOX 838A, B•T.

For Sale

Equipment, etc.

EQUIPMENT FOR SALE

1 Federal 10 kw fm transmitter
1 Federal 3 kw fm transmitter
1 Collins 37M-12 Bay FM antenna. Side mounting type, with de-icers. 97.1 mc.
1 Hogan—GE Facsimile system including scanner, 2 recorders, 3 receivers and multiplexer.
1 GE fm modulation frequency-monitor.
1 G.R. fm modulation-frequency monitor.

Reply to Box 782A, B•T.

For Sale—(Cont'd)

FOR SALE

Western Electric 506 B-2 FM 10 kw Transmitter
Western Electric 54 A-Antenna with 400' Andrews 6⅛" Coaxial Line with spare elbows and extra length of line!! De-icing equipment for Antenna and Andrews 1800 Dry Air Pump.
Western Electric 23 C Console
Western Electric 1126-C Limiting amplifier
Western Electric 5A Frequency and Modulation Monitor
Western Electric D—161332 Pre Emphasis Panel
Harvey FM Receiver Model 193 R

ALL EQUIPMENT IN PERFECT WORKING CONDITION. WRITE — PHONE OR WIRE:
Ken Gordon or Bob Hancock
Radio Station KDTH
Dubuque, Iowa
Call 3-7351

Wanted to Buy

Equipment, etc.

WANTED
Field Strength meter RCA type No. WX2C. Write or wire KTLN, Inc., Denver.

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

PERSONNEL PROBLEMS?
We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.
Griffin & Culver Personnel (Agency)
280 Madison Ave., New York, N. Y. ORegon 9-2690
Paul Baron, Dir., Radio TV and Film Div.
Resumes welcomed from qualified people.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel. 4-2115, Gastonia, N. C.

(Continued from page 107)

mitter location N of intersection of U. S. 61 and State 35. Geographic coordinates 43° 45' 21" N. Lat., 91° 12' 00" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer McIntosh & Inglis, Washington. Principals include President **William Zeckendorf** (68%), president-chairman and principal owner of Webb & Knapp Inc., New York real estate and construction firm, and former director of ABC; Vice President **Robert P. McDevitt**, partner in Pendray & Co., New York advertising and public relations firm; Secretary-Treasurer **Harold Steinthal** (3⅓%); **George Becker** (6%), New York attorney; **Norman E. Blankman** (2%), New York realtor; **Herbert C. Rosenthal** (2%), 60% owner Graphics Institute, New York, and **Marjorie P. Shaflander** (14⅓%). FCC grant is on condition that George Becker dispose of his interest in grantee or in any other tv permittee, thus limiting his tv interests to five stations. Granted Dec. 16.

APPLICATIONS

Miami, Fla.—Sunbeam Tv Corp., vhf ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 966 ft., above ground 991 ft. Estimated construction cost $868,478.50, first year operating cost $1,027,544, revenue $1,253,116. Post office address 130 Biscayne Blvd., Miami. Studio location 2511 N.W. 37th St., Miami. Transmitter location Holland Rd. & N.E. 2nd Ave., near Hollywood, Fla. Geographic coordinates 25° 59' 8.5" N. Lat., 80° 11' 49" W. Long. Transmitter and antenna RCA. Legal counsel Bernard Koteen, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Sidney D. Ansin** (33.4%), shoe manufacturer; Vice President **Harold Zinn** (10.3%), attorney; Vice President **Edwin M. Spence** (5.15%), tv station publicity and former vice president-⅓ owner WWDC Washington; Secretary **Catchings Therrel** (10.3%), attorney; Treasurer **Charles L. Clements** (10.3%), insurance; Assistant Secretary-Treasurer **A. H. McClain** (10.3%), accountant, and **Clyde H. Lucas** (5.15%), former program director WTVJ (TV) Miami. Filed Dec. 14.

Charlotte, N. C.—Carolinas' Tv Corp., vhf ch. 9 (186-192 mc); ERP 228 kw visual, 114 kw aural; antenna height above average terrain 830 ft., above ground 828 ft. Estimated construction cost $966,060, first year operating cost $1,050,000, revenue $1,025,000. Post office address 112 South Tryon St., Charlotte. Studio location Independence Blvd., Charlotte. Transmitter location 11 miles SW of Derita center, Hallard Creek, N. C. Geographic coordinates 35° 17' 08" N. Lat., 80° 48' 51" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Jansky & Bailey Inc., Washington. Principals include **Broadcasting Co. of The South** (43%), licensee of WIST Charlotte, N. C., WSPA-AM-FM Spartanburg, S. C., and WIS-AM-FM Columbia, S. C., and controlling stockholder WIS-TV Columbia: President **G. Richard Shafto** (4.25%), vice president and 1.3% stockholder Bcstg. Co. of the South; Vice President **Charles A. Batson** (0.5%), vice president WIS-TV; Vice President **J. E. Burnside** (5.5%), insurance; Vice President **James J. Harris** (11%), insurance; Secretary-Assistant Treasurer **R. R. Scales Jr.**, secretary WIS-TV and Bcstg. Co. of the South; and Treasurer **Edward M. O'Herron Jr.** (5.5%), wholesale and retail drugs. Filed Dec. 15.

APPLICATIONS AMENDED

Lexington, Ky.—Bluegrass Bcstg. Co. (WVLK) amends bid for uhf ch. 33 to specify uhf ch. 18 (494-500 mc); ERP 217 kw visual, 117 kw aural antenna height above average terrain 597 ft. Filed Dec. 15.

Duluth, Minn.—Head of the Lakes Bcstg. Co. (WEBC) amends bid for new tv station on vhf ch. 3 to change studio location to WEBC Building, 4th Ave. W. & Superior St., Duluth. Filed Dec. 7.

Biloxi, Miss.—WLOX Bcstg. Co. (WLOX) amends bid for new tv station on vhf ch. 13 to change ERP to 11.7 kw visual and 5.85 kw aural. Filed Dec. 8.

Biloxi, Miss.—Radio Associates Inc. (WVMI) amends bid for new tv station on vhf ch. 13 to change ERP to 11.8 kw visual, 519 kw aural; antenna height above average terrain to 315.6 ft. Filed Dec. 8.

Joplin, Mo.—Air Time Inc. (KSWM) amends bid of vhf ch. 12 to change ERP to 58.3 kw visual and 35.217 kw aural. Filed Dec. 15.

Pittsburgh, Pa.—WCAE Inc. (WCAE) amends bid for vhf ch. 4 to change transmitter location to 2.4 miles E. of confluence of Youghiogheny & Allegheny Rivers, Allegheny County, Pa. Filed Dec. 15.

Roanoke, Va.—Radio Roanoke Inc. (WROV) amends bid for new tv station on vhf ch. 7 to change ERP to 54.65 kw visual, 27.39 kw aural. Filed Dec. 13.

APPLICATIONS DISMISSED

Modesto, Calif.—Charles Thieriot. FCC dismissed bid for new tv station on uhf ch. 14 at request of attorney. Dismissed Dec. 11.

Hagerstown, Md.—Hagerstown Bcstg. Co. FCC dismissed bid for new tv station on uhf ch. 52 at request of attorney. Dismissed Dec. 15.

Hagerstown, Md.—United Bcstg. Co. of Western Md. Inc. FCC dismissed bid for new tv station on uhf ch. 52 at request of applicant. Dismissed Dec. 15.

Charlotte, N. C.—Bcstg. Co. of the South. FCC dismissed bid for new tv station on vhf ch. 9 at request of attorney. Dismissed Dec. 16.

Enid, Okla.—Enid Radiophone Co. FCC dismissed bid for new tv station on vhf ch. 5 at request of applicant. Dismissed Dec. 15.

Tulsa, Okla.—Tulsavision Inc. FCC dismissed bid for new tv station on vhf ch. 2 at request of attorney. Dismissed Dec. 11.

La Crosse, Wis.—Belle Co. Inc. FCC dismissed bid for new tv station on uhf ch. 38 at request of applicant. Dismissed Dec. 11.

Existing Tv Stations . . .

ACTIONS BY FCC

KATV (TV) Pine Bluff, Ark.—Central-South Sales Co. granted STA to operate commercially on vhf ch. 7 for the period ending May 17. Granted Dec. 9; announced Dec. 15.

KRDO-TV Colorado Springs, Colo.—Pikes Peak Bcstg. Co. granted STA to operate commercially on vhf ch. 13 for the period ending Jan. 19. Granted Dec. 7; announced Dec. 15.

WEAR-TV Pensacola, Fla.—Gulfport Bcstg. Co. granted modification of CP for vhf ch. 3 to change studio location to U. S. Hwy. 90, 1.3 miles SE of Belleview, near Pensacola. Granted Dec. 9; announced Dec. 15.

WSJV (TV) Elkhart, Ind.—Truth Pub. Co. granted modification of CP for uhf ch. 52 to change ERP to 195 kw visual, 105 kw aural; studio location to transmitter site at Mishawaka & Oakland Rds.; antenna height above average terrain 410 ft. Granted Dec. 11.

WRAY-TV Princeton, Ind.—Southern Ind. Telecasting Inc. granted STA to operate commercially on uhf ch. 52 for the period ending Dec. 17. Granted Dec. 7; announced Dec. 15.

KOAM-TV Pittsburgh, Kan.—Pittsburg Bcstg. Co. granted STA to operate commercially on vhf ch. 7 for the period ending Jan 1. Granted Dec. 8 announced Dec. 15.

WCSH-TV Portland, Me.—Congress Square Hotel Co. granted STA to operate commercially on vhf ch. 6 for the period ending March 29. Granted Dec. 10; announced Dec. 15.

KOMU-TV Columbia, Mo.—Curators of U. of Mo. granted STA to operate commercially on vhf ch. 8 for the period ending Feb. 18. Granted Dec. 8; announced Dec. 15.

WRTV (TV) Asbury Park, N. J.—Atlantic Video Corp. granted STA to operate commercially on uhf ch. 58 for the period ending Feb. 1. Granted Dec. 10; announced Dec. 15.

WNCT (TV) Greenville, N. C.—Carolina Bcstg. System Inc. granted STA to operate commercially on vhf ch. 9 for the period ending April 1. Granted Dec. 9; announced Dec. 15.

WCMB-TV Harrisburg, Pa.—Rossmoyne Corp. granted modification of CP for uhf ch. 27 to change transmitter location to Blue Mt., 0.7 mi. NW of Summerdale, Pa.; ERP to 77.6 kw visual, 38.9 kw aural; change from non-directional to directional; antenna height above average terrain 930 ft. Granted Dec. 7.

WIBG-TV Philadelphia, Pa.—Daily News Tv Co. granted modification of CP for uhf ch. 23 to change studio location to Vernon Rd. & Chaltenham Ave., Chaltenham Twp. Granted Dec. 7; announced Dec. 15.

WAPA-TV San Juan, P. R.—Jose Ramon Quinones granted modification of CP for vhf ch. 4 to change ERP to 56.2 kw visual, 33.9 kw aural; antenna height above average terrain 220 ft. Granted Dec. 11; announced Dec. 15.

KMID-TV Midland, Tex.—Midessa Tv Co. granted STA to operate commercially on vhf ch. 2 for the period ending March 1. Granted Dec. 8; announced Dec. 15.

WEAU-TV Eau Claire, Wis.—Central Bcstg. Co. granted STA to operate commercially on vhf ch. 13 for the period ending Feb. 25. Granted Dec. 9; announced Dec. 15.

APPLICATIONS

WEAR-TV Pensacola, Fla.—Gulfport Bcstg. Co. seeks modification of CP for vhf ch. 3 to change studio location to U. S. Hwy. 90, 1.3 miles SE of Belleview, near Pensacola. Filed Dec. 8.

WHO-TV Des Moines, Iowa—Central Bcstg. Co. seeks modification of CP for vhf ch. 13 to change aural ERP to 190 kw; antenna height above average terrain 784 ft. Filed Dec. 8.

WSEE (TV) Erie, Pa.—Great Lakes Tv Co. seeks modification of CP for uhf ch. 35 to change transmitter location to Erie & Waterford Turnpike Rd., 5 miles S of Erie; studio location to 134 W 10th St., Erie; ERP to 191.2 kw visual, 95.6 kw aural; antenna height above average terrain 1,008 ft. Filed Dec. 15.

PERMITS DELETED

WIBM-TV Jackson, Mich.—WIBM Inc. FCC deleted permit for uhf ch. 48 at request of applicant. Deleted Dec. 9.

WJON-TV St. Cloud, Minn.—Granite City Bcstg. Co. FCC cancelled unissued CP for vhf ch. 7 and deleted call letters at request of grantee. Deleted Dec. 11.

KIT-TV Yakima, Wash.—KIT Inc. FCC deleted permit for uhf ch. 23 at request of attorney. Deleted Dec. 10.

WMIL-TV Milwaukee, Wis.—Cream City Bcstg. Co. (WMIL). FCC deleted permit for uhf ch. 31 at request of applicant. Deleted Dec. 14.

New Am Stations . . .

APPLICATIONS

Elmwood Park, Ill. — Elmwood Park Bcstg. Corp. [WLEY (FM)]. 1540 kc, 250 w daytime. Estimated construction cost $10,700, first year operating cost $18,000, revenue $25,000. Principals include President **Zeb Zarnecki** (58%); Vice President **Monica Zarnecki** (3%); Treasurer **Eugenie J. Brandt** (3%) and Secretary **Elaine M. Corvine** (3%). Post office address 2526 No. Harlem Ave., Elmwood Park. Filed Dec. 7.

Trenton, Mo.—S. W. Arnold, Samuel A. Burk & Sam M. Arnold d/b as Trenton Bcstg. Co., 1490 kc, 100 w unlimited. Estimated construction cost $23,102.49, first year operating cost $42,000, revenue $48,000. Principals in partnership include **Samuel A. Burk** (50%), 50% partner KIRX Kirksville, Mo.; **S. W. Arnold** (10%), 30% partner KIRX, and **Sam M. Arnold** (40%), 10% partner KIRX. Post office address % Samuel A. Burk, P. O. Box 726 Kirksville, Mo. Filed Nov. 23. (Incorrectly listed B•T, Dec. 7)

Glasgow, Mont.—James C. Carson, Charles L. Scofield & Willard L. Holter d/b as The Glasgow Bcstg Co., 1240 kc, 250 w unlimited. Estimated construction cost $15,225, first year operating cost $36,000, revenue $40,000. Principals in partnership include **President James C. Carson,** ½ partner KWBW Williston, N. D.; **Charles L. Scofield,** ½ partner KWBW, and **Willard L. Holter,** sales manager KWBW. Post office address % C. L. Scofield, Box 198, Williston, N. D. Filed Dec. 7.

Zephyr Cove, Nev.—Charles E. Halstead tr/as Voice of Lake Tahoe, 1490 kc, 250 w unlimited. Estimated construction cost $8,500, first year operating cost $10,000, revenue $36,000. Mr. Halstead is former owner-manager KDIA Auburn, Calif. Filed Dec. 9.

Riverhead, N. Y.—Edward J. Fitzgerald, 1300 kc, 1 kw daytime. Estimated construction cost $22,380, first year operating cost $40,000, revenue $45,000. Mr. Fitzgerald is vice president-general manager-30.29% stockholder WGSM Huntington, N. Y. Post office address 379 New York Ave., Huntington. Filed Dec. 3.

Ambridge, Pa. — Miners Bcstg. Service Inc. (WPAM-AM-FM Pottsville, WLSH Lansford, Pa.), 1460 kc, 500 w daytime. Estimated construction cost $34,750, first year operating cost $60,000, revenue $70,000. Principals include **Joseph L. Maguire** (42 6/7%); **John T. Maguire** (28 4/7%), and **Kenneth F. Maguire** (28 4/7%). Applicant has filed for new am station at West Chester, Pa. Post office address P. O. Box 629, Pottsville. Filed Dec. 7.

Existing Am Stations . . .

ACTIONS BY FCC

WMOC Covington, Ga.—WMOC Inc. FCC granted extension of authority to remain silent for period of 60 days from Dec. 6. Granted Dec. 9.

WTKN Hartford, Wis.—Kettle-Morraine Bcstg. Co. granted extension of authority to remain silent for an additional 90 days from Dec. 1. Granted Dec. 7.

APPLICATIONS

KTKT Tucson, Ariz.—Thomas J. Wallace seeks CP to change from 1490 kc, 250 w daytime to 990 kc, 10 kw unlimited; change transmitter location to 1.1 miles E & S of intersection of Casa Grande Hwy. & Ruthrauff Rd. Filed Dec. 8.

WDBO Orlando, Fla.—Orlando Bstg. Co. seeks CP to change transmitter location to Northwest corner of State Hwy. #50 and Texas Ave., Orlando. Filed Dec. 8.

KLER Lewiston, Idaho—Cole E. Wylie seeks CP to change from 740 kc, 250 w daytime to 550 kc, 1 kw unlimited, directional antenna night. Filed Dec. 8.

WPAQ Mt. Aairy, N. C.—Ralph D. Epperson seeks CP to increase power from 1 kw to 10 kw. Filed Dec. 9.

WAGC Chattannooga, Tenn.—Gordon W. Gambill, Hubert M. Martin, Humphrey B. Heywood & R. T. Russell d/b as Tennessee Valley Bcstg. Co. seek CP to change from 1450 kc, 250 w unlimited to 1560 kc, 10 kw unlimited; change transmitter location to Lake View Dr. at Lake Winnepesaukah. Filed Dec. 8.

Station Deleted

WLSA Andalusia, Ala.—Montezuma Bcstg. Co. FCC cancelled CP for new am station on 920 kc, 1 kw daytime and deleted call letters. Deleted Dec. 9.

Existing Fm Stations . . .

ACTIONS BY FCC

WAUG-FM Augusta, Ga.—Garden City Bcstg. Co. granted STA to waive Sec. 3.261 of rules to permit station to remain silent for period ending Feb. 1. Granted Dec. 7.

WABB-FM Mobile, Ala.—Mobile Press Register seeks modification of license to change ERP to 25.5 kw. Filed Dec. 7.

Ownership Changes . . .

ACTIONS BY FCC

WAGF Dothan, Ala.—Julian C. Smith, John T. Hubbard and Fred C. Moseley d/b as Dothan Bcstg. Co. granted voluntary assignment of license to Julian C. Smith and Fred C. Moseley d/b as Dothan Bcstg. Co. through sale of ⅓ interest by Mr. Hubbard for $33,000. Each partner will now hold 50% interest. Granted Dec. 9.

KAFY-AM-TV Bakersfield, Calif.—Bakersfield Bcstg. Co. granted voluntary transfer of control to Charles Thieriot, Harold See and The Chronicle Pub. Co. (KRON-FM-TV San Francisco) through sale by Sheldon and Geneva Anderson of 51⅔% interest for $85,000. Chronicle Pub. Co., publisher of *San Francisco Chronicle* and optionee of 25% interest in KSBW-AM-TV Salinas, Calif., purchases 49%. Charles Thieriot, vice president of Chronicle Pub. Co., purchases 1⅔% and will now hold 16⅔% interest. Harold See purchases 1%. Sheldon Anderson retains 8⅓% interest. Granted Dec. 9.

WOKZ Alton, Ill.—WOKZ Inc. granted voluntary assignment of license to Edward N. Palen for $45,000. Mr. Palen agrees to sell all property to General Teleradio Inc., Boston, and to lease property for 8 years at a yearly rental of $10,488 with option to purchase at termination of lease for $14,500. General Teleradio owns WOR-AM-TV New York, WNAC Boston, Yankee and Don Lee Networks and is chief stockholder in MBS. Granted Dec. 9.

WPBC Minneapolis, Minn.—People's Bcstg. Co. granted voluntary acquisition of positive control by William V. Stewart through sale of 334 shares of stock by Arthur J. Eaton to licensee corporation for $38,410. Mr. Stewart will now control 57.9%. Granted Dec. 9.

WCBI Columbus, Miss.—Birney Imes Jr. granted voluntary assignment of license to Columbus Bcstg. Co. for $15,197.78. Mr. Imes purchases 97.4% interest in new corporation for $7,500. Other principals include **Nancy M. Imes** (1.3%) and **Eunice T. Imes** (1.3%), wife and mother, respectively, of Mr. Imes. Granted Dec. 7.

WELO Tupelo, Miss.—Birney Imes Jr. granted voluntary assignment of license to Tupelo Bcstg. Co. for $27,207.73. Mr. Imes purchases 97.4% interest in new corporation for $7,500. Other principals are **Mary M. Imes** (1.3%) and **Mrs. Eunice T. Imes** (1.3%), wife and mother respectively, of Mr. Imes. Granted Dec. 7.

WBOX Clarksdale, Miss.—Birney Imes Jr. granted voluntary assignment of license to his mother, Mrs. Eunice T. Imes. Granted Dec. 9.

WJDX-AM-FM Jackson, Miss.—Lamar Life Ins. Co. granted voluntary transfer of control to Atlantic Life Ins. Co. Clint W. Murchison Jr. & John D. Murchison d/b as Murchison Bros. control 53.041% of Lamar Life and 98% of Atlantic Life. Granted Dec. 10.

WTSV-AM-FM Claremont, N. H.—Granite State Bcstg. Co. granted assignment of license to Grandview Inc. for $21,000. Stock ownership of Granite & Grandview are substantially the same. Principals include President W. J. Barkley (32.94%), Treasurer W. F. Rust Jr. (46.53%) and Ralph Gottlieb (20.63%). Granted Dec. 10.

WTSL Hanover, N. H.—Granite State Bcstg. Co. granted voluntary assignment of license to WTSL Inc. for $16,000. Principals include President W. J. Barkley (35.3%), Vice President-Treasurer W. F. Rust Jr. (49.4%) and Ralph Gottlieb (15.34%). Stock ownership of Granite and WTSL Inc. are substantially the same. Granted Dec. 10.

KRHD Duncan, Okla.—Duncan Bcstg. Co. granted voluntary assignment of license to R. H. Drewry, J. R. Montgomery, T. R. Warkentin, Robert P. Scott and John C. Helliburton d/b as Duncan Bcstg. Co. Dr. G. G. Downing withdraws from partnership and R. H. Drewry purchases his 3.15% interest for $1,601.64. Mr. Drewry will now own 45.15%. Granted Dec. 8.

KWSO-AM-TV Lawton, Okla.—Oklahoma Quality Bcstg. Co. granted assignment of license to Oklahoma Quality Bcstg. Co., a co-partnership composed of R. H. Drewry, J. R. Montgomery, T. R. Warkentin and Robert P. Scott. Dr. G. G. Downing withdraws from partnership and R. H. Drewry purchases his 3.5% interest for $7,214.19. Mr. Drewry will now own 53.5%. Granted Dec. 8.

WMRC-AM-FM Greenville, S. C.—Textile Bcstg. Co. granted voluntary assignment of license to Piedmont Bcstg. Co. (WAKE) for $72,500. WAKE will give up its present facilities. Principals include President **V. D. Ramseur** (32%); Secretary-Treasurer **John A. Ramseur** (32%), Vice President **Wilkins Norwood** (32%) and **Charles A. Britt** (4%). All are stockholders of WLOS-AM-FM Asheville, N. C. Granted Dec. 9.

KANG-TV Waco, Tex.—Clyde Weatherby d/b as Central Texas Tv Co. granted assignment of CP for uhf ch. 34 to Central Texas Tv Co. Mr. Weatherby retains 85.3% interest in lieu of his expenditures totaling $50,000. New corporation assumes indebtedness of $92,052.60. Granted Dec. 9.

KXA Seattle, Wash.—KXA Inc. granted voluntary transfer of control to Lawrence Bogle and 13 others through sale of 1,005 shares of stock by Gaylord family for $107,070. Principals include Lawrence Bogle (3.5%), attorney; Treasurer **S. L. Savidge** (15%), auto dealer; Secretary **George F. Kachlein Jr.** (1%), attorney, and **Cassius E. Gates** (10%), attorney. Granted Dec. 9.

APPLICATIONS

WCRL Oneonta, Ala.—Pat M. Courington seeks voluntary assignment of license to Blount County Bcstg. Service for $12,000. Principals include President-Treasurer **Pat M. Courington** (0.7%), owner WCRI Scottsboro, Ala., and 51% partner WAVU-AM-FM Albertsville, Ala.; Vice President **E. Glenn Abercrombie** (48.6%), WCRL employe; Secretary **Annette Abercrombie** (0.7%) and WAVU (50%). Filed Dec. 7.

KVSM San Mateo, Calif.—Hugh H. Smith seeks voluntary assignment of license to KVSM Inc. for $75,000. Principals include President **John F. Malloy** (50%), 10% stockholder KROY Sacramento and free lance radio-tv performer and Secretary-Treasurer **Georgiene A. Malloy** (50%), free lance writer. Filed Dec. 8.

WRHT Griffin, Ga.—Robert H. Thompson Sr. tr/as Griffin Bcstg. System seeks voluntary assignment of license to Frank A. Michalak tr/as Griffin Bcstg. System for $75,000. Mr. Michalak is applicant for new am station at Columbia, S. C., and former sales manager for manufacturer of baking ingredients. Filed Dec. 8.

KEEP Twin Falls, Idaho—Radio Sales Corp. seeks voluntary transfer of negative control to H. W. Ireland through purchase of 50% interest for $11,800 from Archie L. & Margaret D. H. Madsen. Principals include Secretary-Treasurer **H. W. Ireland** (45%), Vice President **Kenneth Montgomery** ($2\frac{2}{5}$%) and **Mary Jane Ireland** ($2\frac{2}{5}$%). Filed Dec. 7.

KOIL Omaha, Neb.—Central States Bcstg. Co. seeks voluntary transfer of control to licensee corporation through purchase of 1000 shares for $161,500 from Nebraska Rural Radio Inc. Filed Dec. 2.

KATO Reno, Nev.—Sierra Bcstg. Co. seeks voluntary assignment of license to Robert L. Stoddard d/b as Sierra Bcstg. Co. No consideration involved as Mr. Stoddard is sole owner of KATO and now will be sole owner in his individual right. Filed Dec. 7.

WMID Atlantic City, N. J.—Mid-Atlantic Bcstg. Co. seeks voluntary transfer of control to Joseph E Bradway & Arthur A. Handler through purchase of 90 shares for $8,100 from Mr. Richard Endicott. Licensee purchases 15 shares for $1,500. Mr. Endicott is retained as consultant for 5 years at $7,500 per year. Mr. Bradway is an accountant, real estate and insurance; Mr. Handler deals in tires and electrical appliances. Filed Dec. 7.

Deming, N. M.—Luna County Bcstg. Co. seeks voluntary assignment of CP for new am station to Edwin E. Merriman, Hugh S. Thomas and Robert W. Tobey d/b as Luna County Bcstg. Co. through sale of $\frac{1}{4}$ interest by Homer W. Nelson for $100. Each remaining partner will now have $\frac{1}{3}$ interest. Filed Dec. 7.

WFAI Fayetteville, N. C.—Rollins Bcstg. Inc. seeks voluntary assignment of license to Ralph E. Hess for $125,000. Mr. Hess is Philadelphia advertising account executive. Filed Dec. 7.

WIEK Scranton, Pa. — Scranton Radio Corp. seeks voluntary transfer of control to Joseph W. Dobbs & George C. Brooks Jr. through sale of all stock for $10,000. Mr. Dobbs is Washington advertising salesman. Mr. Brooks is treasurer-31% owner Sonic Service, Scranton, wired music. Filed Dec. 8.

WKOK Sunbury, Pa.—Sunbury Bcstg. Corp. seeks voluntary relinquishment of control by Basse A. Beck, individually and as administrator of the estate of George W. Beck, deceased. Purpose is to distribute 25% interest to next of kin of George W. Beck and sale of 1 share. Principals include President **Harry H. Haddon** ($37\frac{1}{2}$%); Secretary-Treasurer **Basse A. Beck** ($45\frac{1}{2}$%), formerly $37\frac{1}{2}$%; **Mrs. Leon B. Moyer** (8%); **George S. Beck** (8%) and **H. R. Smith** (1%). Filed Dec. 1.

KFYN Bonham, Tex.—Bonham Pub. Co. seeks voluntary assignment of license to Charles L. Cain for $14,000. Mr. Cain is 75% owner KCNY San Marcos, Tex. and 10% owner KFTV Paris, Tex. Filed Dec. 4.

Hearing Cases . . .

FINAL DECISION

KIRV (TV) Denver, Colo.—By order, the Commission made effective immediately hearing examiner's initial decision denying for default the application of Mountain States Television Co. for additional time within which to complete construction of television station KIRV (TV) Denver, Colo., on ch. 20. Action Dec. 11.

Initial Decisions

Erie, Pa.—New Tv, uhf ch. 66. FCC Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of the application of Commodore Perry Bcstg. Service Inc., for construction permit for new tv station on ch. 66. Action Dec. 11.

Corpus Christi, Tex.—New Tv, uhf ch. 22. FCC Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of the application of Coastal Bend Television Co. for construction permit for new tv station on ch. 22. Action Dec. 11.

OTHER ACTIONS

Logansport, Ind.—Logansport Bcstg. Corp. FCC by order, denied petition requesting (1) that Commission set aside grant of Oct. 7, of new tv station to Wabash Valley Bcstg. Corp. (WTHI-TV) on ch. 10 at Terre Haute, Ind., and (2) that same be consolidated in hearing with Logansport application to operate on ch. 10. Action Dec. 16.

WMAW Menominee, Mich.—By memorandum opinion and order, the Commission denied petition by Green Bay Broadcasting Co., for reconsideration and grant without hearing, or, alternatively, request for waiver of hearing, of its application for modification of construction permit to increase power of station WMAW from 100 watts to 250 watts, operating unlimited time on 1340 kc. Action Dec. 11.

Elyria-Lorain, Ohio — Uhf ch. 31 proceeding. By separate orders, the Commission (1) denied a petition filed Sept. 8 by The Lorain Journal Co., Lorain, Ohio, to reverse the order of the examiner in permitting Elyria-Lorain Broadcasting Co. (WEOL), Elyria, Ohio, to amend its application for new tv station on ch. 31 (Commissioners Hennock and Bartley dissented); (2) denied a petition of WEOL filed Sept. 18 to enlarge the issues in this proceeding; and (3) granted a July 31, 1953, petition by WEOL for deletion of financial and technical issues concerning petitioner, but provided that issues may be enlarged "to determine whether the funds available to the applicant will give reasonable assurance that the proposals set forth in the application will be effectuated." Action Dec. 11.

Kenedy, Tex.—By order, the Commission granted petition filed by Kenedy Broadcasting Co., insofar as it requests removal from hearing docket of its application for construction permit for new am station to operate on 990 kc, 250 watts, day, and returned application to the processing line. Action Dec. 11.

Philadelphia, Pa., Camden, N. J.—FCC Comr. John C. Doerfer granted petition of WJMJ Philadelphia, for dismissal without prejudice of its bid for new tv station on uhf ch. 17; retained in hearing application of WKDN Camden, N. J. Action Dec. 10.

Tv Allocation—On petition filed Nov. 6 by Southeastern Ohio Television System, which operates WHIZ-TV on ch. 50 plus in Zanesville, Ohio, the Commission proposed rule making to add ch. 18 minus to that city. Comments may be filed on or before Jan. 11, 1954. Commissioners Webster and Sterling dissented. Action Dec. 10.

Richmond, Va.—Richmond Newspapers Inc.; Richmond Tv Corp.—FCC designated for hearing applications for ch. 12; said hearing to commence on Jan. 15. Further ordered that issues in this proceeding may be enlarged by Examiner, on his own motion or on petition properly filed by party to the proceeding and upon sufficient allegations of fact in support thereof, by addition of the following issue: "To determine whether the funds available to the applicant will give reasonable assurance that the proposals set forth in the application will be effectuated." Action Dec. 16.

Roanoke, Va.—Vhf ch. 7 proceeding. By order, the Commission denied petition filed Oct. 15 by Times-World Corp. (WDBJ) requesting review and reversal of hearing examiner's ruling and order denying request to amend its application for new tv station on ch. 7 which is in competition with that of Radio Roanoke Inc. (WROV). Action Dec. 11.

Madison, Wis.—Vhf ch. 3 proceeding. By order, the Commission granted petition by Radio Wisconsin Inc. (WISC) to the extent that it requests enlargement of the issues by the hearing examiner in proceeding involving petitioner's application and that of Badger Television Co. for new tv stations in Madison, Wis., on ch. 3, by addition of issue "to determine whether the funds available to the applicants will give reasonable assurance that the proposals set forth in their applications will be effectuated." Action Dec. 14.

Routine Roundup . . .

December 16 Decisions

BY THE COMMISSION EN BANC

The Commission en banc took the following action on December 16:

KHQA-TV Hannibal, Mo., Lee Bcstg. Inc.—Denied request for substitution of call letters WTAD-TV as contrary to rules since WTAD is assigned as common call letters for Lee am and fm stations in Quincy, Ill.

McFarland Letters

The following holders of CP's for new tv stations are being advised that their requests for additional time for station construction cannot be granted on the basis of evidence presented:

Ralph D. Epperson, WPAQ-TV, ch. 55, Mt. Airy, N. C.; Tennessee Valley Bcstg. Co., WMSL-TV, ch. 23, Decatur, Ala.; Grenco Inc., WCRS-TV, ch. 21, Greenwood, S. C.; WCOW Telecasting Co., WCOW-TV, ch. 17, St. Paul, Minn.; and Telepolitan Bcstg Co., KNEH (TV) ch. 12, Clovis, N. Mex. (Comr. Hennock dissented in all cases except KNEH; favored grant of extension of others).

December 16 Applications

ACCEPTED FOR FILING

Remote Control

WHOS Decatur, Ala., Barrett C. Shelton and John H. Jones d/b as North Alabama Bcstg. Co. (BRC-256); WSTN St. Augustine, Fla., Ben Ackerman and Thomas S. Carr d/b as Saint Augustine Bcstg. Co. (BRC-255); KROC Rochester, Minn., Southern Minnesota Bcstg. Co. (BRC-253); WLMJ Jackson, Ohio, WLMJ Inc. (BRC-254).

WHOS-FM Decatur, Ala., Barrett C. Shelton & John H. Jones, d/b as North Alabama Bcstg. Co. 301-A Operation by Remote control (BRCH-66.)

Modification of CP

WOR-FM New York, N. Y., General Teleradio Inc. Modification of construction permit (BPH-1846) which authorized changes in licensed station for extension of completion date. (BMPH-4882.)

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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Lincoln Building • New York 17, N. Y., MU. 7-4242

License to Cover CP

WWRL-FM Long Island, N. Y., Long Island Bcstg. Corp.—License to cover construction permit (BPH-1818) as modified which authorized new fm station (BLH-934).

Modification of Tv CP

KULA-TV Honolulu, Hawaii, Pacific Frontier Bcstg. Co.—Mod. of CP (BPCT-1671) which authorized new commercial tv station for extension of completion date to 5/1/54 (BMPCT-1639).

KNUZ-TV Houston, Tex., KNUZ Television Co.—Mod. of CP (BPCT-1356) as mod., which authorized new commercial tv station for extension of completion date to 6/29/54 (BMPCT-1638).

WKOW-TV Madison, Wis., Monona Bcstg. Co.—Mod. of CP (BPCT-1186) as mod., which authorized new commercial tv station for extension of completion date to Jan. 1955 (BMPCT-1637).

December 15 Decisions

BY THE BROADCAST BUREAU

Actions of December 11

Granted License

WCIN Cincinnati, Ohio, Robert W. Rounsaville—Granted license for am station, and to specify studio location 1480 kc, 1 kw-D, DA-D (BL-5138).

Modification of CP

WLIK Newport, Tenn., Arthur Wilkerson Lumber Co.—Granted mod. CP for approval of antenna, studio and transmitter locations; engineering conditions (BMP-6374).

WOI-TV Ames, Iowa, Iowa State College of Agr. and Mechanic Arts—Granted mod. CP to change type of power amplifiers (BMPCT-1576). Completion date 3/11/54.

KTVA Anchorage, Alaska, Northern Television Inc.—Granted mod. CP to correct geographic coordinates (not a move); completion date 3/29/54 (BMPCT-1577).

WCOG-TV Greensboro, N. C., Inter-City Adv. Co. of Greensboro, N. C., Inc.—Granted mod. CP for extension of completion date to 6/19/54 (BMPCT-1631).

KFYO-TV Lubbock, Tex., Globe-News Pub. Co.—Granted mod. CP for extension of completion date to 7/6/54 (BMPCT-1630).

Actions of December 10

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KCHA Charles City, Iowa; WIVK Knoxville, Tenn.; WCNX Middletown, Conn.; KDBS Alexandria, La.; KABQ Albuquerque, N. M.; WCOW S. St. Paul, Minn.; WBCU Union, S. C.

Actions of December 9

Granted License

WMTS Murfreesboro, Tenn., Murfreesboro Bcstg. Co.—Granted license for am station; 860 kc, 250 w D; engineering condition (BL-5161).

WARB Covington, La., A. R. Blossman Inc.—Granted license for am station; 730 kc, 250 w D (BL-5155).

KSMO Salem, Mo., "Show-Me" Bcstg. Co.—Granted license for am station; 1340 kc, 250 w, Unl. (BL-5154).

KCHR Charleston, Mo., So. Missouri Bcstg. Co.—Granted license for am station; 1350 kc, 500 w I (BL-5152).

WCVS Springfield, Ill., WCVS Inc.—Granted license covering mounting of tv antenna on am tower (BL-5156).

Modification of CP

WLOU Louisville, Ky., Robert W. Rounsaville—Granted mod. CP to make changes in antenna system (BMP-6362).

KBOR Brownsville, Tex., Brownsville Bcstg. Co.—Granted 6-month extension of authority to transmit weather report to Station XELD-TV Matamoros, Mexico, from Nov. 18.

WOKO Albany, N. Y., Governor Dongan Bcstg. Corp.—Granted authority to operate transmitter by remote control, while using non-directional antenna.

Modification of CP

The following stations were granted mod. CPs for extension of completion dates as shown:

WTVJ Miami, Fla., to 3/1/54; KSRT Los Angeles, to 5/8/54; KSAN-TV San Francisco, to 6/30/54; WILS-TV Lansing, Mich., to 1/19/54; KING-TV Seattle, Wash., to 2/15/54; KGO-TV San Francisco, to 7/5/54; WLCS Baton Rouge, La., to 2/1/54; WMAQ-FM Chicago, to 8/1/54.

Actions of December 8

Granted License

WKSB Milford, Del., The Kent-Sussex Bcstg. Co.—Granted license for am station; 930 kc, 500 w D, DA (BL-5151).

WLON Lincolnton, N. C., Lincoln County Bcstg. Co.—Granted license for am station; 1270 kc, 500 w D (BL-5122).

WHLS Port Huron, Mich., Port Huron Bcstg. Co.—Granted license covering installation of new transmitter (BL-5153).

WFAX Falls Church, Va., Lamar A. Newcomb—Granted license covering increase in power from 250 w to 500 w, and change type of transmitter (BL-5067).

Granted CP

KWG Stockton, Calif., McClatchy Bcstg. Co.—Granted CP to install old main transmitter at present location of main transmitter, to be used as auxiliary (BP-9090).

KFXD Nampa, Idaho, Frank E. Hurt & Son Inc.—Granted CP to install new antenna and transmitter to be used as auxiliary (BP-9060).

WLEW Bad Axe, Mich., Port Huron Bcstg. Co.—Granted CP for installation of new transmitter (BP-9092).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WISE Asheville, N. C. to 6/29/54; Santa Barbara Bcstg. and Tv Corp., KML-45, 46 to 3/8/54, KC-2798, KME-407, to 2/28/54, Santa Barbara, Calif.; WIP-TV Philadelphia, to 6/26/54; KQTV Fort Dodge, Iowa, to 3/15/54; WHBQ-TV Memphis, Tenn., to 6/30/54, WDTV Pittsburgh, Pa., to 3/15/54; WBKB Chicago, to 7/12/54.

Actions of December 7

Granted License

WNVA Norton, Va., Blanfox Radio Co.—Granted license covering new transmitter (BL-5148).

WJWS South Hill, Va., Mecklenburg Bcstg. Corp.—Granted license for am station; 1370 kc, 1 kw D (BL-5144).

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:

KLVL Pasadena, Texas, to 4/1/54; KTTS-TV Springfield, Mo., to 1/8/54; WFTV Duluth, Minn., to 6/13/54; WBRC-TV Birmingham, Ala., to 6/17/54.

Actions on Motions

By Hearing Examiner J. D. Bond

Radio Roanoke Inc., Times-World Corp., Roanoke, Va.—Granted petition of Radio Roanoke Inc. to amend its application (Docket 10656; BPCT-1743) to make certain minor changes in engineering information.

By Hearing Examiner Claire W. Hardy

Southern Bcstg. Service Inc., Tri-State Bcstg. Service, Memphis, Tenn.—Granted petition of Southern Bcstg. Service Inc. to amend its application (Docket 10549; BP-8802), to revise and raise estimated cost of operation and estimated revenue, etc.

Tri-State Bcstg. Service, Southern Bcstg. Service Inc., Memphis, Tenn.—Granted petition of Tri-State Bcstg. Service to amend its application (Docket 10548; BP-8775), to show present additional studio equipment on hand, etc.

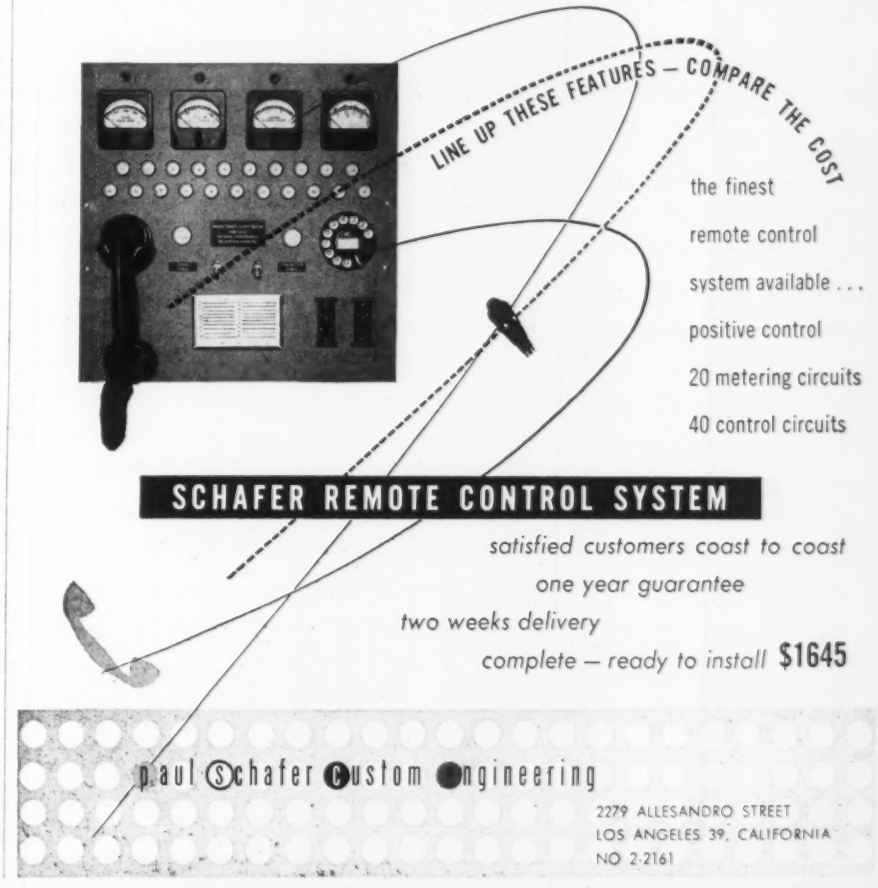
Tri-State Bcstg. Service, Southern Bcstg. Service Inc., Memphis, Tenn.—By Order, continued without date the hearing in this proceeding (Dockets 10548-49), because of pendency of an application by KNBY Newport, Ark. to change facilities, which may be mutually exclusive to these applications.

By Hearing Examiner Millard F. French

Radio Diablo Inc.; KXOB, Inc., Stockton, Calif.—Granted joint petition for continuance of hearing from Dec. 24, 1953 to Jan. 11, 1954, in re applications for tv ch. 13 (Dockets 8873 and 10766) (Action of 12/11).

By Hearing Examiner James D. Cunningham

WSAV Inc., WJIV-TV, Inc., Savannah, Ga.—Granted joint petition for extension of time to Dec. 18, 1953 and Jan. 7, 1954, respectively, in which to file proposed findings and briefs in re tv ch. 3 (Docket 10517-18).



By Hearing Examiner H. Gifford Irion

Superior Television Inc., KEYS-TV Inc., K-Six Television Inc., Corpus Christi, Texas—By Memorandum Opinion and Order, granted petition of Superior Television Inc., filed Nov. 19, with respect to K-Six Television Inc., for enlargement of the issues; denied with respect to KEYS-TV Inc., with result that the following issue as to K-Six is added: "To determine whether the funds available to the applicant will give reasonable assurance that the proposals set forth in the application will be effectuated" (Dockets 10556-58) (ch. 10).

By Hearing Examiner John B. Poindexter

KWTX Bcstg. Co., Waco Tv Corp., Waco, Tex.—Granted motion by Eugene L. Burke and Neville Miller, to admit David B. Kultgen pro hoc vice to appear as attorney in this proceeding (Docs. 10694-95) for ch. 10, for the purpose of participating in the taking of depositions in Waco, Tex., on Dec. 14-16 by applicants in this proceeding.

By Hearing Examiner Elizabeth C. Smith

Loyola University, The Times-Picayune Pub. Co., James A. Noe & Co., New Orleans, La.—Granted motion of James A. Noe & Co., for continuance of hearing from Dec. 31 to Jan. 4, and the date for exchange of information is continued to Dec. 21 (Docs. 8936, 10795-96), re tv ch. 4.

By Hearing Examiner Annie Neal Huntting

Commodore Perry Bcstg. Service Inc., Erie, Pa.—Granted petition for leave to amend its application (Docket 10615; BPCT-1283), to furnish further engineering and financial information in response to so-called "McFarland letter."

By Hearing Examiner Thomas H. Donahue

United Bcstg. Co., Ogden, Utah—On petition, continued hearing from Dec. 11, 1953 to Jan. 11, 1954, in re tv ch. 9 (Docket 10757).

By Hearing Examiner Herbert Sharfman

Scripps-Howard Radio Inc., Radio Station WBIR Inc., Tennessee Television Inc., Knoxville, Tenn.—Granted petition by Radio Station WBIR Inc., to fix date for further hearing, and the further hearing, now without date, is scheduled for Jan. 6, 1954 (Docs. 10512-14) (ch. 10) (Action of 12/10).

Cherry & Webb Bcstg. Co., Providence, R. I.—Scheduled further hearing for Dec. 15 in re (Doc. 8737; BPCT-223).

December 14 Applications

ACCEPTED FOR FILING

License to Cover CP

KRDO Colorado Springs, Colo., Pikes Peak Bcstg. Co.—License to cover construction permit (BP-8873) which authorized change transmitter and studio location (1240 kc) (BL-5167).

KBTO El Dorado, Kan., O. A. Tedrick—License to cover construction permit (BP-8608) as modified which authorized new standard broadcast station (1360 kc) (BL-5166).

KVPI Ville Platte, La., Villa Platte Bcstg. Co. Inc.—License to cover construction permit (BP-8735) as modified which authorized new standard broadcast station (1050kc) (BL-5165).

KOWH Omaha, Neb., Mid-Continent Bcstg. Co.—License to cover construction permit (BP-8906) which authorized installation of a new transmitter as an auxiliary to be operated on 660 kc with power of 500 w (BL-5171).

Renewal of License

KPAS Banning, Calif., Henry Chester Darwin tr/as Darwin Bcstg. Co. (BR-1840).

KSEM Moses Lake, Wash., KSEM Inc. (BR-2189).

Renewal Applications Returned

WHMA Anniston, Ala., Anniston Bcstg. Co. (BR-987).

WHTC Holland, Mich., Holland Bcstg. Co. (BR-2865).

License to Cover Tv CP

WKY-TV Oklahoma City, Okla., WKY Radiophone Co. License to cover CP (BMPCT-448) as mod., which authorized changes in facilities of existing commercial tv station (BLCT-167).

December 11 Applications

ACCEPTED FOR FILING

License to Cover CP

WBAM Montgomery, Ala., Deep South Bcstg. Co.—License to cover construction permit (BP-7896) as modified, which authorized new standard broadcast station (740kc) (BL-5169).

WITY Tilton, Ill., Vermilion Bcstg. Corp.—License to cover construction permit (BP-7114) as modified, which authorized new standard broadcast station and specify main studio location as On U.S. Highway 150, 1 mile South of Tilton, Ill. (980kc) (BL-5163).

WMVP Mount Vernon, Ohio, The Mount Vernon Bcstg. Co.—License to cover construction permit (BP-8665), as modified which authorized a new standard broadcast station (1300kc) (BL-5164).

CP for Trans.

WFRL Freeport, Ill., Freeport Bcstg. Co.—Construction permit to install new transmitter as an auxiliary transmitter at present location of the main transmitter to be operated on 1570 kc with power of 250 w, for auxiliary purposes only (BP-9089).

Modification of CP

WBFN Beaufort, S. C., Louis M. Neale Jr., and John M. Trask, A Partnership d/b as Beaufort Bcstg. Co.—Modification of construction permit (BP-8794) which authorized new standard broadcast station for approval of antenna, transmitter and studio location as On U.S. Highway 21, 2 miles West of city limits of Beaufort, S. C. (BMP-6390).

Renewal Application Returned

WTAD Quincy, Ill., Lee Bcstg. Inc.—(BRC-596).

New Am Application Returned

V. R. (Andy) Anderson tr/as Mammoth Cave Bcstg. Co., Cave City, Ky.—Construction permit for new standard broadcast station on 1440 kc with power of 1 kw and daytime hours of operation.

R. D. Baxley & H. Tom Morris d/b as Clinton Radio, Clinton, S. C.—Construction permit for new standard broadcast station on 1410 kc with power of 500 w and daytime hours of operation.

Tiger River Corp., Martinsville, Va.—Construction permit for new standard broadcast station to be operated on 1270 kc with power of 500 w and daytime hours of operation.

Renewal of License

WBCO Bessemer, Ala., The Bessemer Bcstg. Co. (BR-2446); KIFW Sitka, Alaska, William J. Wagner tr/as Alaska Bcstg. Co. (BR-2376); WWPB Miami, Fla., Paul Brake (BR-1845); WKEU Griffin, Ga., Radio Station WKEU (BR-819); WCCP Savannah, Ga., Carter C. Peterson tr/as Dixie Bcstg. Co. (BR-1663); KEEP Twin Falls, Idaho, Radio Sales Corp. (BR-1312); WLCK Campbellsville, Ky., Taylor County Bcstg. Co. Inc. (BR-2615); WMIQ Iron Mountain, Mich., Iron Mountain-Kingsford Bcstg. Co. (Resubmitted) (BR-1426); WIBM Jackson, Mich., WIBM Inc. (BRC-568); KBUN Bemidji, Minn., Butler Bcstg. Co. Inc. (Resubmitted) (BRC-1400); WJXN Jackson, Miss., Jackson Bcstg. Co. (BRC-1212); WKXL Concord, N. H., Capitol Bcstg. Co. Inc. (Resubmitted) (BRC-1313); WNBZ Saranac Lake, N. Y., Upstate Bcstg. Corp. (BRC-713); KAST Astoria, Ore., Astoria Bcstg. Co. (BRC-856); KPDQ Portland, Ore., John W. David (BRC-1611); WLPH Suffolk, Va., Suffolk Bcstg. Corp. (BRC-1052); KOL Seattle, Wash., Seattle Bcstg. Co. (Aux. trans.) (BRC-71); KPQ Wenatchee, Wash., Wescoast Bcstg. Co. (BRC-72); WRCO Richland Center, Wis., Richland Bcstg. Corp. (Resubmitted) (BRC-2375).

WSPA-FM Spartanburg, S. C., The Bcstg. Co. of the South. (Renewal of license) (BRH-522).

December 10 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Chief, Broadcast Bureau—Granted petition for extension of time to and including Dec. 17, within which an opposition may be filed to order governing course of hearing dated Nov. 27, in re applications of Southern Tier Radio Service Inc., et al, for ch. 40 in Binghamton-Endicott, N. Y., proceeding (Docket 10681 et al).

Columbia Empire Telecasters Inc., Northwest Television & Bcstg. Co., Portland, Ore., and Chief of Broadcast Bureau—Granted joint petition for extension of time to and including Jan. 6, within which to file exceptions to initial decision in re proceeding for ch. 12 (Dockets 10246 et al).

By Hearing Examiner John B. Poindexter

Capital Television Inc., The Tierney Co., Charleston, W. Va.—By memorandum opinion and order granted petition of Capital for leave to amend its tv application (Docket 10728; BPCT-1080), to answer allegations made by The Tierney Co. in its petition to enlarge issues in this proceeding (Docket 10729).

By Hearing Examiner Claire W. Hardy

Petersburg Television Corp., Southside Virginia Telecasting Corp., Petersburg, Va.—By memorandum opinion and order, ordered that date to commence the taking of testimony in proceeding re applications for ch. 8, will commence on Feb. 1 (Dockets 10737-38). (Action taken 12/9/53.)

WREC Bcstg. Service, WMPS Inc., Memphis, Tenn.—Issued notice of hearing conference in this proceeding, that record will be opened on Dec. 18; testimony will not be received on that date, and it will therefore not be necessary for witnesses to be present (Dockets 10761-62), for ch. 3. (Action taken 12/8/53.)

By Hearing Examiner Basil P. Cooper

Calif. Inland Bcstg. Co., KARM, The George Harm Station, Fresno, Calif.—Granted motion of Calif. Inland for continuance of hearing from Dec. 8 to Dec. 10 in re applications for ch. 12 (Dockets 9050 & 10650).

December 10 Applications

ACCEPTED FOR FILING

Extension of SSA

KFAR Fairbanks, Alaska, Midnight Sun Broadcasting Co.—Extension of Special Service Authorization to operate with an RCA Type 10-DX transmitter on 660 kilocycles with power of 10 kilowatt, unlimited time for the period beginning 3 a.m. September 1, 1951, and ending 3 a.m. EST February 1, 1954. AMENDED to change expiration date to February 1, 1957 (BSSA-267 AMENDED).

KFXM San Bernardino, Calif., Lee Bros. Broadcasting Corp.—Construction permit to install new transmitter as an auxiliary transmitter at the present location of the main transmitter to be operated on 590 kilocycles with power of 250 watts, for auxiliary purposes only, employing directional antenna day and night (BP-9091).

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The L. B. Wilson Station, Cincinnati

WCKY

Modification of CP

WLFA Lafayette, Ga., J. A. Gallimore and Virginia F. Gallimore d/b as Radio Dixie—Modification of construction permit (BP-8788) which authorized new standard broadcast station for approval of antenna, transmitter and studio location as Warthen St. Extended, ¾ mile East of Main Street, Lafayette, Ga., (1590 kc) (BMP-6389).

KCMR McCamey, Tex., Sprayberry Broadcasting Co.—Modification of construction permit (BP-8530) as modified, which authorized new standard broadcast station to change studio location and make changes in the antenna system (1450kc) (BMP-6388).

Application Returned

KDUZ Hutchinson, Minn., Victor J. Tedesco, Albert S. Tedesco, and Nicholas Tedesco d/b as McLeod County Broadcasting Co.—Voluntary assignment of license to Albert S. Tedesco, Victor J. Tedesco, Nicholas Tedesco, Antonio Tedesco, and Patricia W. Tedesco, d/b as McLeod County Broadcasting Co. (1260kc).

CP for Fm

WDBO-FM Orlando, Fla., Orlando Bcstg. Co. Inc.—Construction permit to make changes in licensed station to change transmitter site to NW corner of State Hwy. 50 & Texas Avenue, adjacent to Orlando, Fla. ERP to 25 kw; antenna ht. above average terrain to 464 ft., make changes in antenna (BPH-1911).

WRCM New Orleans, La., Supreme Bcstg. Co. — Construction permit to replace construction permit (BPH-1728) as modified which expired 11/12/53 (BPH-1900).

Modification of Tv CP

WTVJ (TV) Miami, Fla., Southern Radio and Television Equipment Co.—Mod. CP (BPCT-868) as mod., which authorized changes in facilities of existing commercial tv station for extension of completion date to 3/1/54 (BMPCT-1629).

WILS-TV Lansing, Mich., Lansing Broadcasting Co.—Mod. CP (BPCT-1415) as mod., which authorized new commercial tv station for extension of completion date to 12/19/53 (BMPCT-1628).

KMON-TV Great Falls, Mont., Montana Farmer Inc.—Mod. CP (BPCT-1196) which authorized new commercial tv station for extension of completion date (BMPCT-1627).

WCOG-TV Greensboro, N. C., Inter-City Advertising Co. of Greensboro, N. C. Inc.—Mod. CP (BPCT-588) as mod., which authorized new commercial tv station for extension of completion date (BMPCT-1631).

KFYO-TV Lubbock, Tex., Globe-News Publishing Co.—Mod. CP (BPCT-838) as mod., which authorized new commercial tv station for extension of completion date to 9/15/54 (BMPCT-163).

WSLS-TV Roanoke, Va., Shenandoah Life Stations Inc.—Mod. CP (BPCT-855) as mod., which authorized new commercial tv station for extension of completion date to 2/1/54 (BMPCT-1634).

KING-TV Seattle, Wash., King Broadcasting Co.—Mod. CP (BPCT-732) as mod., which authorized new commercial tv station for extension of completion date to 2/15/54 (BMPCT-1626).

Remote Control

WCNX Middletown, Conn., The Middlesex Bcstg. Co. (BRC-246); KDBS Alexandria, La., Dixie Broadcasting Service (BRC-247); WCOW St. Paul, Minn., South St. Paul Bcstg. Co. (BRC-249); KABQ Albuquerque, N. M., KABQ Bcstg. Co. (BRC-248); WOKO Albany, N. Y., Governor Dongan Bcstg. Corp. (Main) (BRC-251); WBCU Union, S. C., Broadcasting Co. of Union Inc. (BRC-252); WIVK Knoxville, Tenn., James A. Dick and Marilyn M. Dick d/b as Dick Bcstg. Co. (BRC-245); KCMR McCamey, Tex., Sprayberry Bcstg. Co. (Contingent on grant of BMP-6388) (BRC-250).

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WRITE FOR DETAILS AND RATES

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE

KANSAS CITY, MISSOURI

December 9 Decisions

BY THE COMMISSION EN BANC

Hearings

KNBY Newport, Ark., Newport Bcstg. Co.—Is being advised that application (BP-9081) to change frequency from 1280 kc to 730 kc, operating with 1 kw-D, indicates necessity of hearing.

KNGS Hanford, Calif., Hanford Bcstg. Co.—Is being advised that application to change operation on 620 kc from 1 kw, DA-N, unl., to 5 kw, DA-2, unl. (BP-8888) involves interference problems which indicate necessity of hearing.

Queen City Bcstg. Co., Charlotte, N. C.; Central Bcstg. Co., Belmont, N. C.—Are being advised that their applications for new am stations to operate on 1480 kc are mutually exclusive and indicate necessity of hearing. Queen City (BP-8982) proposes 1 kw-D, and Central (BP-8900) 500 w-D.

Mid-Cities Bcstrs., Arlington, Tex.—Is being advised that application for new am station to operate on 1220 kc, 250 w-D, involves interference problems which indicate necessity of a hearing (BP-8916).

KSPI Stillwater, Okla., Stillwater Pub. Co.—Is being advised that application (BP-8920) to change facilities from 730 kc, 250 w, D to 1490 kc, 250 w unl., involves interference problems which indicate necessity of hearing.

Request Denied

By letter, the Commission denied request by Central Kentucky Bcstg. Co., licensee of WLEX Lexington, Ky., that Blue Grass Bcstg. Co. be ordered to file application for renewal of license of WVLK Lexington, and that the same be designated for hearing.

Call Letters Exchange

The Commission granted joint request for exchange of call letters as follows: American Broadcasting-Paramount Theatres Inc., Los Angeles, Calif., from KECA (AM-FM-TV) to KABC (AM-FM-TV); San Antonio Television Co., San Antonio, Tex., from KABC (AM) and KEYL (TV) to KGBS (AM-TV); and Harbenito Bcstg. Co., Harlingen, Tex., from KGBS (AM-TV) to KGBT (AM-TV). This will permit ABC-Paramount to identify its Los Angeles stations by the call letter series KABC in the same way that its New York stations are identified by the series WABC. In the San Antonio case, the letters GBS are the initials of George B. Storer, owner.

UPCOMING

DECEMBER 1953

Dec. 31: Deadline for nominations for 12th Annual du Pont Awards.

JANUARY 1954

Jan. 6: Second session of 83d Congress begins.

Jan. 8: Daytime Broadcasters Assn., St. Louis.

Jan. 10-12: National Appliance & Radio-Tv Dealers Assn., convention, Conrad Hilton Hotel, Chicago.

Jan. 11 (week of): FCC network "giveaway" case, oral argument before Supreme Court.

Jan. 11: Radio & Television Executives Society, Hotel Roosevelt, New York.

Jan. 18-19: Mutual Affiliates Advisory Committee, Buena Vista Hotel, Biloxi, Miss.

Jan. 19-23: NARTB Combined Boards, Camelback Inn, Phoenix.

Jan. 23-24: Retail Advertising Conference, Sheraton Hotel, Chicago.

Jan. 28-29: NBC-TV Affiliates' Executive Committee meets with network officials, New York.

FEBRUARY 1954

Feb. 4-6: Audio Fair, Alexandria Hotel, Los Angeles.

Feb. 5-7: Women's Advertising Clubs, eastern conference, New York.

Feb. 5-7: New England Tv Exposition, Worcester, Mass.

Feb. 14-20: Advertising Recognition Week.

Feb. 19-21: Democracy Workshop, sponsored by NARTB, RETMA, U. S. Jr. Chamber of Commerce, Williamsburg, Va.

Feb. 21-28: Brotherhood Week.

MARCH 1954

March 5: Michigan State Radio & Television Conference, Michigan State College, East Lansing.

March 24: Institute of Radio Engineers, Waldorf-Astoria, New York.

APRIL 1954

April 4-6: American Public Relations Assn., Hotel Biltmore, New York.

April 7-10: Ohio State U. Institute for Education by Radio-Tv, Columbus.

April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.

April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.

April 28: Brand Names Day.

MAY 1954

May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.

May 23: NARTB Convention, Palmer House, Chicago.

SEPTEMBER 1954

Sept. 1: Deadline for entries in 1953-54 public interest awards, National Safety Council.

Sept. 30, Oct. 1-2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

PROBABLY YOU DON'T !
and we really don't have an island for sale

But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.

To be Sold-- MUST BE REACHED FROM WITHIN !

WTHI your BEST BUY in Terre Haute

REPRESENTED BY BOLLING CO

The Face is Familiar

▲ For the past couple years, Indianapolitans have been telling Jacquelyn Thomas that she looks just like the Lynn Stevens they watch on television. This isn't hard to understand. She *is* Lynn Stevens. What's harder to understand is why she isn't known by her real name professionally. Jacquelyn Thomas sounds swell to us, tv or not tv. Since she's not hiding from bill-collectors (she picked a great place, in front of 401,000 television sets, if she were) or ashamed of tv ("... happy to admit I LOVE IT," quoth she after we'd badgered her into a Statement), we up and asked her why her nom de tv is Lynn Stevens.

"Because I went to Stephens College," she said. "And Lynn is practically the last syllable of my first name."

"But S-t-e-p-h-e-n-s isn't S-t-e-v-e-n-s," we pointed out.

"Say the name out loud . . . and stop bothering me. I got work to do."

She had, too. She emcees *Cinderella Weekend* every weekday afternoon and is commerical hostess on *Omar Weatherman* every weekday evening.

▲ Lynn's—or Jacquelyn's—life seems to have been pointed squarely at her present occupation. At an early age she overwhelmed playmates with cookie talks, using samples expropriated from her salesman father. Her adolescence was normal—she wrote poetry and had a crush on Nelson Eddy. As a high school senior she edited the paper and played Lady Macbeth. In college she studied dramatics with Maude Adams,* wrote, produced, directed and tore her hair for the college radio station while ad managering the student paper. (*Musical bridge here—segue into:*) Indianapolis—continuity writer for WFBM, tv audition in '51, immediate acceptance by sponsors, audience, and a brood of pet budgereegahs who have talked of nothing else since.

It would be an exaggeration to say that her audience talks of nothing else—but only a slight one.

---

* *Don't jump at any conclusions. Jacquelyn was born in 1922.*

WFBM WFBM-TV

INDIANAPOLIS • CBS

Represented Nationally by the Katz Agency

Affiliated with **WEOA**, Evansville; **WFDF**, Flint; **WOOD AM & TV**, Grand Rapids

TELESTATUS®

Dec. 21, 1953

TV STATIONS ON THE AIR
and Reports of Tv Sets in Their Coverage Areas—

Editor's note: Stations listed here are on the air with regular commercial programming. Each is listed in the city where it is licensed. Stations report set estimates for their coverage areas to B•T on sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since set estimates are from the station any question about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate.

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT (13)		
	WBRC-TV (6)	184,300	.....
Mobile	WALA-TV (10)	39,900	.....
	WKAB-TV (48)	.....	40,600
Montgomery	WCOV-TV (20)	.....	18,100
ARIZONA			
Mesa (Phoenix)	KTYL-TV (12)	71,500	.....
	KOOL (10)		
Phoenix	KOY-TV (10)		
	KPHO-TV (5)	76,100	.....
Tucson	KOPO-TV (13)		
	KVOA-TV (4)	17,060	.....
Yuma	KIVA (11)	17,300	.....
ARKANSAS			
Fort Smith	KFSA-TV (22)	.....	13,440
Little Rock	KRTV (17)	.....	45,000
CALIFORNIA			
Bakersfield	KERO-TV (10)	74,925	.....
	KAFY-TV (29)	.....	49,600
Chico	KHSL-TV (12)	27,540	.....
Eureka	KIEM-TV (3)	.....	.....
Fresno	KJEO-TV (47)	.....	.....
	KMJ-TV (24)	.....	58,419
Los Angeles	KECA-TV (7)		
	KHJ-TV (9)		
	KLAC-TV (13)		
	KNBH (4)		
	KNXT (2)		
	KTLA (5)		
	KTTV (11)	1,707,420	.....
	KTHE (28)	.....	.....
Monterey	KMBY-TV (8)	187,399	.....
Sacramento	KCCC-TV (40)	.....	34,200
Salinas	KSBW-TV (8)	190,212	.....
San Diego	KFMB-TV (8)		
	KFSD-TV (10)	206,382	.....
San Francisco	KGO-TV (7)		
	KPIX (5)		
San Luis Obispo	KRON-TV (4)	792,600	.....
	KVEC-TV (6)	56,821	.....
Santa Barbara	KEYT (3)	413,827	.....
Tulare (Fresno)	KCOK-TV (27)	.....	92,000
COLORADO			
Colorado Springs	KKTV (11)	34,691	.....
	KRDO-TV (13)	31,000	.....
Denver	KBTV (9)		
	KFEL-TV (2)		
	KLZ-TV (7)	180,825	.....
Pueblo	KCSJ-TV (5)	37,200	.....
	KDZA-TV (3)	35,000	.....
CONNECTICUT			
Bridgeport	WICC-TV (43)	.....	35,479
New Britain	WKNB-TV (30)	.....	112,562
New Haven	WNHC-TV (6)	635,190	.....
Waterbury	WATR-TV (53)	.....	87,000
DELAWARE			
Wilmington	WDEL-TV (12)	171,989	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV (7)	559,148	.....
	WNBW (4)	570,200	.....
	WTOP-TV (9)	559,000	.....
	WTTG (5)	559,000	.....
FLORIDA			
Ft. Lauderdale	WFIL-TV (23)	.....	86,000
	WITV (17)	.....	.....
Jacksonville	WMBR-TV (4)	175,000	.....
Miami	WTVJ (4)	226,000	.....
Panama City	WJDM (7)	.....	.....
Pensacola	WPFA (15)	.....	.....
St. Petersburg	WSUN-TV (38)	.....	50,000
West Palm Beach	WIRK-TV (21)	.....	18,532
GEORGIA			
Atlanta	WAGA-TV (5)		
	WLWA (11)		
	WSB-TV (2)	330,000	.....
Augusta	WJBF-TV (6)	35,000	.....
Columbus	WDAK-TV (28)	.....	13,000
	WRBL-TV (4)	.....	.....
Macon	WMAZ-TV (13)	60,000	.....
	WETV (47)	.....	24,544
Rome	WROM-TV (9)	75,500	.....
IDAHO			
Boise	KIDO-TV (7)	16,125	.....
Meridian (Boise)	KBOI (2)	14,320	.....
Pocatello	KWIK-TV (10)	.....	.....

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
ILLINOIS			
Belleville (St. Louis, Mo.)	WTVI (54)	.....	165,000
Bloomington	WBLN (15)	.....	.....
Champaign	WCIA (3)	.....	.....
Chicago	WBBM-TV (2)		
	WBKB (7)		
	WGN-TV (9)		
	WNBQ (5)	1,800,000	.....
Decatur	WTVP (17)	.....	86,700
Harrisburg	WSIL-TV (22)	.....	.....
Peoria	WEEK-TV (43)		
	WTVH-TV (19)	.....	106,405
Quincy	KHQA-TV (7) (See Hannibal, Mo.)		
	WGEM-TV (10)	76,000	.....
Rockford	WREX-TV (13)	140,025	.....
	WTVO (39)	.....	56,000
Rock Island (Davenport, Moline)	WHBF-TV (4)	250,361	.....
Springfield	WICS (TV) (20)	.....	31,000
INDIANA			
Bloomington	WTTV (4)	303,040	.....
Evansville	WFIE (62)	.....	28,000
Fort Wayne	WKJG-TV (33)	.....	40,531
Indianapolis	WFBM-TV (6)	401,000	.....
Lafayette	WFAM-TV (59)	.....	36,590
Muncie	WLBC-TV (49)	.....	47,800
South Bend	WSBT-TV 34)	.....	85,969
IOWA			
Ames	WOI-TV (5)	161,362	.....
Cedar Rapids	KCRI-TV (9)	88,324	.....
	WMT-TV (2)	195,000	.....
Davenport (Moline, Rock Island)	WOC-TV (5)	215,000	.....
Des Moines	KGTV (17)	.....	17,325
Fort Dodge	KQTV (21)	.....	.....
Sioux City	KVTV (9)	70,914	.....
Waterloo	KWWL-TV (7)	.....	.....
KANSAS			
Hutchinson	KTVH (12)	69,697	.....
Pittsburg	KOAM-TV (7)	.....	.....
Topeka	WIBW-TV (13)	41,712	.....
Wichita	KEDD (16)	.....	48,329
KENTUCKY			
Henderson	WEHT (50)	.....	24,555
Louisville	WAVE-TV (3)	310,015	.....
	WHAS-TV (11)(b)	.....	.....
	WKLO-TV (21)	.....	42,801
LOUISIANA			
Baton Rouge	WAFB-TV (28)	.....	36,100
Lake Charles	KTAG (25)	.....	.....
Monroe	KNOE-TV (8)	80,000	.....
	KFAZ (43)	.....	15,160
New Orleans	WDSU-TV (6)	218,184	.....
	WJMR-TV (61)	.....	56,443
MAINE			
Bangor	WABI-TV (5)	48,000	.....
Lewiston	WLAM-TV (17)	.....	14,500
Portland	WPMT (53)	.....	21,800
MARYLAND			
Baltimore	WAAM (13)		
	WBAL-TV (11)		
	WMAR-TV (2)	516,505	.....
MASSACHUSETTS			
Boston	WBZ-TV (4)	1,117,271	.....
	WNAC-TV (7)	1,103,507	.....
Cambridge (Boston)	WTAO-TV (56)	.....	79,600
Springfield	WHYN-TV (55)		
	WWLP (61)	.....	90,000
Worcester	WWOR-TV (14)	.....	.....
MICHIGAN			
Ann Arbor	WPAG-TV (20)	.....	14,200
Battle Creek	WBKZ-TV (64)	.....	55,924
Detroit	WJBK-TV (2)	1,000,000	.....
	WWJ-TV (4)	1,135,406	.....
	WXYZ-TV (7)	1,128,632	.....
Flint	WTAC-TV (16)	.....	22,000
Grand Rapids	WOOD-TV (8)	346,108	.....
Kalamazoo	WKZO-TV (3)	314,061	.....
Lansing	WJIM-TV (6)	240,321	.....
	WILS-TV (54)	.....	25,096
Saginaw	WKNX-TV 57)	.....	50,300

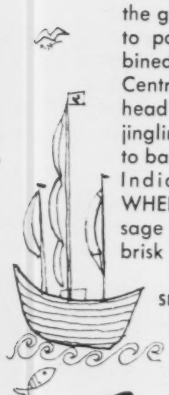
now there are 401,000 sets in WFBM-TV's coverage area
. . . and the audience is growing every day. Put your sales message on Channel 6.
Represented nationally by The Katz Agency
WFBM-TV
INDIANAPOLIS
Affiliated with WEOA, Evansville; WFBM, Indianapolis; WFDF, Flint; WOOD AM & TV, Grand Rapids

EVEN **COLUMBUS** WATCHES

W·H·E·N

Only the lookout sees land ahead — Columbus has discovered something better.

And Columbus is only one of more than 250 communities in Central N. Y. who have made the great discovery and put in to port at WHEN. The combined crews (over 2¼ million Central New Yorkers) always head straight for Syracuse, jingling their pay, and eager to barter with the Salina Street Indians. There's room in WHEN's tepee for your message — and trading is mighty brisk in Syracuse!



SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

W·H·E·N TELEVISION SYRACUSE

CBS
ABC
DUMONT

A MEREDITH STATION

FOR THE RECORD

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
MINNESOTA			
Austin	KMMT (6)	64,421	.....
Duluth	WFTV (38)	.....	33,800
Minneapolis (St. Paul)	WCCO-TV (4)	405,300	.....
St. Paul (Minneapolis)	WTCN-TV (11)	413,400	.....
Rochester	WMIN-TV (11)	405,300	.....
	KROC-TV (10)	55,000	.....
MISSISSIPPI			
Jackson	WJTV (25)	.....	27,745
Meridian	WTOK-TV (11)	21,600	.....
MISSOURI			
Festus	KACY (14)	.....	.....
Hannibal (Quincy, Ill.)	KHQA-TV (7)	82,022	.....
Kansas City	KCMO-TV (5)		
	KMBC-TV (9)		
	WDAF-TV (4)		
	WHB-TV (9)	352,946	.....
	KCTY (25)	.....	51,363
St. Joseph	KFEQ-TV (2)	81,879	.....
St. Louis	KACY (14) (See Festus)		
	KSD-TV (5)	555,914	.....
	KSTM-TV (36)	.....	149,760
	WTVI (54) (See Belleville, Ill.)		
Springfield	KTTS-TV 10)	39,896	.....
	KYTV (3)	36,300	.....
MONTANA			
Billings	KOOK-TV (2)	2,500	.....
Butte	KOPR-TV (4)	.....	.....
	KXLF-TV (6)	4,000	.....
NEBRASKA			
Lincoln	KFOR-TV (10)		
	KOLN-TV (12)	67,160	.....
Omaha	KMTV (3)		
	WOW-TV (6)	212,482	.....
NEVADA			
Las Vegas	KLAS-TV (8)	13,401	.....
Reno	KZTV (8)	7,613	.....
NEW JERSEY			
Atlantic City	WFPG-TV (46)	.....	15,750
Newark (New York City)	WATV (13)	4,101,000	.....
NEW MEXICO			
Albuquerque	KGGM-TV (13)		
	KOAT-TV (7)		
	KOB-TV (4)	36,464	.....
Roswell	KSWS-TV (8)	13,733	.....
NEW YORK			
Albany	WROW-TV 41)	.....	53,000
Binghamton	WNBF-TV (12)	182,000	.....
Buffalo	WBEN-TV (4)	362,017(a)	.....
	WBES-TV (59)		
	WBUF-TV (17)	.....	82,071
Elmira	WECT (18)	.....	21,696
	WTVE (24)	.....	21,018
New York	WABC-TV (7)		
	WABD (5)		
	WATV (13) (See Newark, N. J.)		
	WCBS-TV (2)		
	WNBT (4)		
	WOR-TV (9)		
	WPIX (11)	4,101,000	.....
Rochester	WHAM-TV (6)		
	WHEC-TV (10)		
	WVET-TV (10)	200,000	.....
Schenectady	WRGB (6)	290,500	.....
Syracuse	WHEN (8)		
	WSYR-TV (3)	268,275	.....
Utica	WKTV (13)	129,000	.....
NORTH CAROLINA			
Asheville	WISE-TV (62)	.....	13,200
Charlotte	WBTV (3)	365,301	.....
Greensboro	WFMY-TV (2)	191,393	.....
Raleigh	WNAO-TV (28)	.....	42,800
Winston-Salem	WSJS-TV (12)	157,580	.....
	WTOB-TV (26)	.....	32,000
NORTH DAKOTA			
Fargo	WDAY-TV (6)	22,850	.....
Minot	KCJB-TV (13)	11,654	.....
OHIO			
Akron	WAKR-TV (49)	.....	36,916
Ashtabula	WICA-TV (15)	.....	.....
Cincinnati	WCPO-TV (9)		
	WKRC-TV (12)		
	WLWT (5)	450,000	.....
Cleveland	WEWS (5)		
	WNBK (4)		
	WXEL (8)	823,629	.....
Columbus	WBNS-TV (10)		
	WLWC (4)	307,000	.....
	WTVN (6)	330,220	.....
Dayton	WHIO-TV (7)		
	WLWD (2)	300,000	.....
	WIFE (TV) (22)	.....	31,758
Lima	WLOK-TV (73)	.....	30,531
Toledo	WSPD-TV (13)	228,000	.....
Youngstown	WFMJ-TV (73)		
	WKBN-TV (27)	.....	105,000
Zanesville	WHIZ-TV (50)	.....	17,654
OKLAHOMA			
Lawton	KSWO-TV (7)	32,140	.....
Okla. City	WKY-TV (4)	237,369	.....
	KLPR-TV (19)		
	KTVQ (25)	.....	49,272
Tulsa	KOTV (6)	165,340	.....

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
OREGON			
Medford	KBES-TV (5)	.....	.....
Portland	KOIN-TV (6)	138,876	.....
	KPTV (27)	.....	128,299
PENNSYLVANIA			
Altoona	WFBG-TV (10)	346,462	.....
Bethlehem	WLEV-TV (51)	.....	46,584
Chambersburg	WCHA-TV (46)	.....	12,300
Easton	WGLV (57)	.....	47,788
Erie	WICU (12)	208,500	.....
Harrisburg	WHP-TV (55)		
	WTPA (71)	.....	85,750
Johnstown	WJAC-TV (6)	720,770	.....
	WARD-TV (56)	.....	.....
Lancaster	WGAL-TV (8)	280,871	.....
Lebanon	WLBR-TV (15)	.....	106,300
New Castle	WKST-TV (45)	.....	85,802
Philadelphia	WCAU-TV (10)	1,592,000	.....
	WFIL-TV (6)	1,659,718	.....
	WPTZ (3)	1,724,329	.....
Pittsburgh	WDTV (2)	770,000	.....
	WENS (16)	.....	132,934
	WKJF-TV (53)	.....	140,000
Reading	WEEU-TV (33)	.....	54,633
	WHUM-TV (61)	.....	127,350
Scranton	WGBI-TV (22)	.....	105,000
	WTVU (73)	.....	150,424
Wilkes-Barre	WBRE-TV (28)		
	WILK-TV (34)	.....	125,000
York	WNOW-TV (49)		
	WSBA-TV (43)	.....	76,100
RHODE ISLAND			
Providence	WJAR-TV (10)	1,080,413	.....
SOUTH CAROLINA			
Charleston	WCSC-TV (5)	43,807	.....
Columbia	WIS-TV (10)	57,799	.....
	WCOS (25)	.....	32,100
	WNOK-TV (67)	.....	30,000
Greenville	WGVL (23)	.....	32,779
SOUTH DAKOTA			
Sioux Falls	KELO-TV (11)	43,952	.....
TENNESSEE			
Johnson City	WJHL-TV (11)	31,449	.....
Knoxville	WROL-TV (6)	43,255	.....
	WTSK-TV (26)	.....	.....
Memphis	WHBQ-TV (13)		
	WMCT (5)	234,892	.....
Nashville	WSIX-TV (8)		
	WSM-TV (4)	133,869	.....
TEXAS			
Abilene	KRBC-TV (9)	18,033	.....
Amarillo	KFDA-TV (10)	36,804	.....
	KGNC-TV (4)	38,410	.....
Austin	KTBC-TV (7)	52,913	.....
Dallas	KRLD-TV (4)		
	WFAA-TV (8)	310,000	.....
El Paso	KROD-TV (4)	33,692	.....
	KTSM-TV (9)	32,487	.....
Ft. Worth	WBAP-TV (5)	297,201	.....
Galveston	KGUL-TV (11)	235,000	.....
Harlingen	KGBS-TV (4)	27,000	.....
Houston	KPRC-TV (2)		
	KUHT (8)	281,500	.....
	KNUZ-TV (39)	.....	43,593
Longview	KTVE (32)	.....	16,100
Lubbock	KCBD-TV (11)		
	KDUB-TV (13)	35,739	.....
San Angelo	KTXL-TV (8)	15,539	.....
San Antonio	KEYL (5)		
	WOAI-TV (4)	171,682	.....
Temple	KCEN-TV (6)	56,772	.....
Texarkana	KCMC-TV (6)	44,512	.....
Tyler	KETX (19)	.....	8,000
Waco	KANG-TV (34)	.....	14,738
Wichita Falls	KFDX-TV (3)		
	KWFT-TV (6)	44,000	.....
UTAH			
Salt Lake City	KDYL-TV (4)		
	KSL-TV (5)	150,200	.....
VIRGINIA			
Hampton (Norfolk)	WVEC-TV (15)	.....	54,000
Harrisonburg	WSVA-TV (3)	63,989	.....
Lynchburg	WLVA-TV (13)	84,706	.....
Newport News	WACH (33)	.....	.....
Norfolk	WTAR-TV (4)	202,600	.....
	WTOV-TV (27)	.....	.....
Richmond	WVEC-TV (15) (See Hampton)		
Roanoke	WTVR (6)	182,302	.....
	WSLS-TV (10)	102,928	.....
WASHINGTON			
Bellingham	KVOS-TV (12)	33,301	.....
Seattle	KING-TV (5)		
	KOMO-TV (4)	316,100	.....
Spokane	KHQ-TV (6)		
	KXLY-TV (4)	46,678	.....
Tacoma	KMO-TV (13)		
	KTNT-TV (11)	316,100	.....
Yakima	KIMA-TV (27)	.....	10,098
WEST VIRGINIA			
Charleston	WKNA-TV (49)	.....	20,279
Huntington	WSAZ-TV (3)	235,000	.....
Parkersburg	WTAP (15)	.....	10,723
Wheeling	WTRF-TV (7)	451,500	.....
WISCONSIN			
Green Bay	WBAY-TV (2)	183,257	.....
Madison	WKOW-TV (27)		
	WMTV (33)	.....	28,500

Now NBC SPOT SALES

will bring you our story!

(effective January 1, 1954)

Everybody knows that tower height is a TV station's most important asset in delivering *coverage* — that low channel is next most important, power third. *Look at the WAVE-TV score on all three counts:*

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LOUISVILLE'S WAVE-TV

FIRST IN KENTUCKY

NBC Spot Sales, National Representatives

Channel 3 • Affiliated with NBC, ABC, DUMONT

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
Milwaukee	WTMJ-TV (4)	609,582	.....
	WCAN-TV (25)	.....	185,600
	WOKY-TV (19)	.....	160,000
Oshkosh	WOSH-TV (48)	.....	12,000
ALASKA			
Anchorage	KFIA (2)	.....	.....
	KTVA (11)		
CANADA			
London	CFPL-TV (10)	.....	.....
Montreal	CBFT (2)	86,800	.....
Ottawa	CBOT (4)	10,100	.....
Sudbury	CKSO (5)	1,900	.....
Toronto	CBLT (9)	222,500	.....
HAWAII			
Honolulu	KGMB-TV (9)		
	KONA (11)	37,000	.....
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV (7)	31,200	.....
Tijuana (San Diego)	XETV (6)	213,175	.....

Total Stations on Air 334*; Total Cities with Stations on Air 219*; Total Sets in Use 27,489,000.

*** Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KTHE Los Angeles and KUHT Houston.**

(a) Figure does not include 245,258 sets which station reports it serves in Canada.

(b) Number of sets not currently reported. Last report was 205,544 on July 10, 1952.

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS, page 117

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMLS-TV** (23), 12/26/53-2/1/54.
Montgomery, **Montgomery Bcstg. Co.** (12), Initial Decision 10/7/53.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-March '54, Petry.
Little Rock, **KETV** (TV) (23), 10/30/53—Unknown.
Pine Bluff, **KATV** (TV) (7), 6/18/53-12/16/53, Avery-Knodel (granted STA Dec. 9).

CALIFORNIA

Berkeley-San Francisco, **KQED** (TV) (*9), 7/24/53-Jan. '54.
Corona, **KCOA** (TV) (52), 9/16/53—Unknown.
Fresno, **KBID** (TV) (53), 8/12/53-Jan. '54, Meeker.
Los Angeles, **KBIC-TV** (22), 12/10/52-Spring '54.
Merced, **KMER** (TV) (34), 9/16/53—Unknown.
Sacramento, **KBIK-TV** (46), 6/26/53-Spring, '54.
Sacramento, **McClatchy Bcstg. Co.** (10), Initial Decision 11/6/53.
Salinas, **KICU** (TV) (28), 1/15/53-Fall '53.
San Bernardino, **KITO-TV** (18), 11/6/52-Fall '53.
San Bernardino, **Orange Belt Telecasters** (30), Initial Decision 9/18/53.
San Francisco, **KBAY-TV** (20), 3/11/53-Feb. '54 (granted STA Sept. 15).
San Francisco, **KSAN-TV** (32), 4/29/53-Jan. '54, McGillvra.
San Jose, **KVIE** (TV) (48), 6/17/53-Oct. '54.
San Jose, **Standard Radio & Television Co.** (11), Initial Decision 11/18/53.
Stockton, **KTVU** (TV) (36), 1/8/53-Dec. '53, Hollingbery (granted STA Dec. 1).
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Denver, **KDEN** (TV) (26), 7/11/52—Unknown.
Denver, **KOA-TV** (4), 9/9/53-12/24/53, NBC, Petry.
Denver, **KRMA-TV** (*6), 7/1/53-1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54, Holman.

CONNECTICUT

Bridgeport, **WCTB** (TV) (*71), 1/29/53—Unknown.
Bridgeport, **WSJL** (TV) (49), 8/14/52—Unknown.
Hartford, **WEDH** (TV) (*24), 1/29/53—Unknown.
Hartford, **WGTH-TV** (18), 10/21/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53-Summer '54, H-R Tv.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53.
Norwich, **WCTN** (TV) (*63), 1/29/53—Unknown.
Stamford, **WSTF** (TV) (27), 5/27/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

DELAWARE

Dover, **WHRN** (TV) (40), 3/11/53—Unknown.
Wilmington, **WILM-TV** (83), 10/14/53—Unknown.

FLORIDA

Clearwater, **Pioneer Gulf Tv Bcstrs.** (32), 12/2/53-March '54.
Fort Myers, **WINK** (TV) (11) 3/11/53-2/1/54, Weed Tv.
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc. (granted STA Nov. 30).
Jacksonville, **WOBS-TV** (30), 8/12/53-April '54, Stars National.
Miami, **Miami-Biscayne Tv Corp.** (33), 12/9/53—Unknown.
Miami, **WTHS-TV** (*2), 11/12/53—Unknown.
Miami, **WMIE-TV** (27), 12/2/53—Unknown.
Orlando, **WDBO-TV** (6), 10/14/53-April '54, CBS, Blair-Tv.
Pensacola, **WEAR-TV** (3), 6/3/53-12/31/53, CBS, Hollingbery.
Tampa, **Tampa Times Co.** (13), Initial Decision 11/30/53.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair-Tv.
West Palm Beach, **Palm Beach Television Inc.** (5), 11/4/53-6/1/54.

GEORGIA

Atlanta, **WQXI-TV** (36), 11/19/53-Summer '54.
Augusta, **WRDW-TV** (12), 9/16/53-2/1/54, CBS, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-2/1/54, CBS, Katz.
Valdosta, **WGOV-TV** (37), 2/26/53-Feb. '54, Stars National.

IDAHO

Boise, **KTVI** (TV) (9), 1/15/53-Oct. '54, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53-12/20/53, CBS, NBC, Gill-Perna.
Idaho Falls, **KIFT** (TV) (8), 2/26/53-Spring '54, ABC Hollingbery.
Nampa, **KFXD-TV** (6), 3/11/53—Unknown, Hollingbery.
Pocatello, **KISJ** (TV) (6), 2/26/53-Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53-5/1/54, ABC, Hollingbery.

ILLINOIS

Champaign, **WTLC** (TV) (*12), 11/4/53—Unknown.
Champaign, **WCUI** (TV) (21), 7/22/53—Unknown.
Chicago, **Chicago Educational Tv Assn.** (*11), 11/5/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/9/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52-12/20/53, Everett-McKinney.
Evanston, **WTLE** (TV) (32), 8/12/53—Unknown.
Joliet, **WJOL-TV** (48), 8/21/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

INDIANA

Elkhart, **WSJV** (TV) (52), 6/3/53-Feb. '54.
Fort Wayne, **Anthony Wayne Bcstg.** (69), Initial Decision 10/27/53.
Indianapolis, **Universal Bcstg. Co.** (8), Initial Decision 12/7/53-7/1/54, Bolling.
Indianapolis, **WJRE** (TV) (26), 3/26/53—Unknown.
Indianapolis, **WNES** (TV) (67), 3/26/53—Unknown.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-12/20/53, Walker (granted STA Dec. 7).
Terre Haute, **WTHI-TV** (10), 10/7/53—Unknown.
Waterloo, **WINT** (TV) (15), 4/6/53-3/1/54.

IOWA

Cedar Rapids, **KEYC** (TV) (20), 7/30/53—Unknown.
Des Moines, **WHO-TV** (13), 9/2/53-Spring '54.
Mason City, **KGLO-TV** (3), 10/14/53-Spring '54, CBS, DuM, Weed.
Sioux City, **KCTV** (TV) (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Topeka, **Alf M. Landon** (42), 11/5/53—Unknown.
Wichita, **KAKE Bcstg. Co.** (10), Initial Decision 10/30/53.

KENTUCKY

Ashland, **WPTV** (TV) (59), 8/14/52—Unknown, Petry.
Lexington, **WLAP-TV** (27), 12/3/53-4/1/54, Pearson.
Louisville, **WLOU-TV** (41), 1/15/53-Jan. '54.
Newport, **Tri-City Bcstg. Co.** (74), Initial Decision 11/20/53.
Paducah, **WTLK** (TV) (43), 9/16/53—Unknown.

LOUISIANA

Alexandria, **KSPJ** (TV) (62), 4/2/53—Unknown.
Baton Rouge, **KHTV** (TV) (40), 12/18/52—Unknown.
Lafayette, **KVOL-TV** (10), 9/16/53-3/15/54 (share time with KLFY-TV).
Lafayette, **KLFY-TV** (10), 9/16/53—Unknown (share time with KVOL-TV).
Lake Charles, **KPLC-TV** (7), 11/12/53—Unknown.
New Orleans, **WCKG** (TV) (26), 4/2/53-Late Winter '54, Gill-Perna.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WTLO** (TV) (20), 2/26/53—Unknown.
Shreveport **KSLA** (TV) (12), 9/19/53-1/1/54, NBC, CBS, Raymer.

MAINE

Poland, **WMTW** (TV) (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-12/16/53, NBC, Weed Tv (granted STA Dec. 10).
Portland, **WGAN-TV** (13), 11/19/53-Spring '54, Avery-Knodel.

MARYLAND

Baltimore, **United Bcstg. Co.** (18), 12/9/53—Summer '54.
Baltimore, **WITH-TV** (60), 12/18/52-1/1/54, Forjoe.
Cumberland, **WTBO-TV** (17), 11/12/53-Summer '54.
Frederick, **WFMD-TV** (62), 10/24/52—Winter '54.
Salisbury, **WBOC-TV** (16), 3/11/53-3/1/54, Burn-Smith

MASSACHUSETTS

Adams-Pittsfield, **WMGT** (TV) (74), 2/18/53-12/25/53, Walker.
Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Boston, **WJDW** (TV) (44), 8/12/53—Unknown.
Brockton, **WHEF-TV** (62), 7/30/53-Fall '54.
Lawrence, **WGIM TV** (72), 6/10/53—Unknown.
New Bedford, **WTEV** (TV) (28), 7/11/52-Spring '54, Walker.
Pittsfield, **WBEC-TV** (64), 11/12/53—Unknown.
Worcester, **WAAB-TV** (20), 8/12/53-Spring '54, Hollingbery.

MICHIGAN

Ann Arbor, **WUOM-TV** (*26), 11/4/53—Unknown.
Battle Creek, **WBCK-TV** (58), 11/20/52-Summer '54, Headley-Reed.
Bay City, **WNEM-TV** (5), 9/2/53—Jan. '54.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV** (TV) (13), 4/8/53-1/1/54, CBS, ABC, DuM, Weed (granted STA Sept. 29).
Detroit, **UAW-CIO Bcstg. Corp.** (62), 11/19/53—Unknown.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint **WFDF-TV** (12), Initial Decision 5/11/53.
Muskegon, **WTVM** (TV) (35), 12/23/52—Unknown.
Saginaw, **WSBM-TV** (51), 10/29/53—Unknown.
Traverse City, **WPBN-TV** (7), 11/25/53—Unknown.

MINNESOTA

Duluth, **KDAL-TV** (3), 12/11/53—Unknown, Avery-Knodel.
St. Paul, **WCOW-TV** (17), 3/11/53—Unknown.

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54, ABC, Weed Tv.
Jackson, **WJDT** (TV) (3), 8/27/53-12/28/53, NBC, Hollingbery (granted STA Oct. 19).
Meridian, **WCOC-TV** (30), 12/23/52—Unknown (granted STA Nov. 13).

MISSOURI

Cape Girardeau, **KFVS-TV** (12), 10/14/53—Unknown.
Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-12/21/53, ABC, CBS, DuM, NBC, H-R Tv (granted STA Dec. 8).
Kirksville, **KBIZ Inc.** (3), 12/16/53—Unknown.
St. Louis, **KETC** (TV) (*9), 5/7/53—Unknown (granted STA Aug. 12).
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.

Texas Network

$62,000.00

Single station market. Currently doing $75,000.00 gross. Selling price includes working capital and extremely liberal financing can be arranged.

Southwest Major Independent

$220,000.00

High profits plus steady growth factor combine to make this extremely attractive. Financing available.

Appraisals • Negotiations • Financing

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MONTANA

Billings, **KRHT (TV)** (8), 1/15/53-Fall '53.
Great Falls, **KFBB-TV** (5), 1/15/53-Early '54, CBS, Weed Tv.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, CBS, Gill-Perna.

NEBRASKA

Kearney, **KHOL-TV** (13), 7/22/53-Dec. '53, CBS, DuM, Meeker (granted STA Oct. 29).

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Manchester, **WMUR-TV** (9), 8/26/53-2/15/54, Weed.
Mt. Washington, **WMTW (TV)** (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52-1/9/54 (granted STA Dec. 10).
Atlantic City, **WOCN (TV)** (52), 1/8/53—Unknown.
New Brunswick, **WDHN (TV)** (47), 4/2/53—Unknown.
New Brunswick, **WTLV (TV)** (*19), 12/4/52—Unknown.
Trenton, **WTTM-TV** (41), 7/16/53—Unknown.

NEW MEXICO

Clovis, **KNEH (TV)** (12), 3/4/53—Unknown.

NEW YORK

Albany, **WPTR (TV)** (23), 6/10/53—Unknown.
Albany, **WTVZ (TV)** (*17), 7/24/52—Unknown.
Binghamton, **WQTV (TV)** (*46), 8/14/52—Unknown.
Bloomingdale [Lake Placid], **Great Northern Tv Inc.** (5), 12/2/53—Summer '54.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Ithaca, **WHCU-TV** (20), 1/8/53-Nov. '54, CBS.
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Jan. '54, NBC, CBS, DuM, Meeker.
New York, **WGTV (TV)** (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WROH (TV)** (*21), 7/24/52—Unknown.
Rochester, **WCBF-TV** (15), 6/10/53—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53-1/15/54.
Syracuse, **WHTV (TV)** (*43), 9/18/52—Unknown.
Utica, **WFRB (TV)** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52—Unknown, Weed Tv.

NORTH CAROLINA

Asheville, **Skyway Bcstg. Co.** (13), 12/9/53—Unknown.
Chapel Hill, **WUNC-TV** (*4), 9/30/53—Sept. '54.
Charlotte, **WAYS-TV** (36), 2/26/53-1/1/54, ABC, Bolling.
Durham, **WCIG-TV** (46), 2/26/53-Unknown, DuM, NBC, H-R Television.
Goldsboro, **WTVX** (TV) (34), 9/30/53—Unknown.
Greensboro, **WCOG-TV** (57), 11/20/52—Unknown, ABC, Bolling.
Greenville, **WNCT (TV)** (9), 3/11/53-12/20/53, CBS, DuM, Pearson (granted STA Dec. 9).
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Thomas Clark.
Wilmington, **WMFD-TV** (6), 7/30/53-12/31/53, NBC, Weed.

NORTH DAKOTA

Bismarck, **KFYR-TV** (5), 3/4/53-Dec. '53, NBC, CBS, DuM, Blair Tv (granted STA Oct. 28).
Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed Tv.

OHIO

Cincinnati, **WCIN-TV** (54), 5/14/53-Spring '54.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Cleveland, **United Bcstg. Co.** (19), 11/25/53—Unknown.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Lima, **WIMA-TV** (35), 12/4/52-Spring '54, Weed Tv.
Massillon, **WMAC-TV** (23), 9/4/52-1/1/54, Petry.
Steubenville, **WSTV-TV** (9), 8/12/53-12/24/53, CBS, Avery-Knodel (granted STA Sept. 16).
Youngstown, **WUTV (TV)** (21), 9/25/52-1/1/54, Petry.

OKLAHOMA

Ada, **Eastern Okla. Tv Co. Inc.** (10), 12/16/53-6/1/54.
Enid, **Streets Electronics Inc.** (5), 12/16/53—Unknown.
Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **KWTV (TV)** (9), 7/22/53-12/20/53, CBS, Avery-Knodel (granted STA Nov. 13).
Oklahoma City, **Oklahoma Educational Tv Authority** (*13), 12/2/53—Unknown.
Tulsa, **KCEB (TV)** (23), 2/26/53-1/1/54, Bolling.

OREGON

Eugene-Springfield, **KTVF (TV)** (20), 2/11/53—Unknown.
Eugene, **KVAL-TV** (13), 5/14/53-3/1/54, Hollingbery.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Portland, **Oregon Television Inc.** (12), Initial Decision 11/10/53.
Salem, **KPIC (TV)** (24), 12/9/53-12/15/53 (granted STA Aug. 4).
Salem, **KSLM-TV** (3), 9/30/53—Unknown.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Early '54.
Allentown, **WQCY (TV)** (39), 8/12/53—Unknown.
Erie, **Commodore Perry Bcstg. Service Inc.** (66), —Initial Decision 12/10/53.
Erie, **WSEE (TV)** (35), 10/14/53—Unknown.
Harrisburg, **WCMB-TV** (27), 7/24/53-3/1/54, Cooke.
Hazleton, **WAZL-TV** (63), 12/18/52—Unknown, Meeker.
Lancaster, **WWLA (TV)** (21), 5/7/53—Late '53 Taylor.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIBG-TV** (23), 10/21/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54 (granted STA Oct. 14).
Pittsburgh, **WTVQ** (TV) (47), 12/23/53-Early '54, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53-1/1/54, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.
Providence, **WPRO-TV** (12), 9/2/53—Unknown, Blair Tv (granted STA Sept. 23).

SOUTH CAROLINA

Aiken, **WAKN-TV** (54), 10/21/53—Unknown.
Anderson, **WAIM-TV** (40), 9/30/53-12/15/53, CBS, Burnsmith (began test patterns Dec. 2)
Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Florence, **WPDV (TV)** (8), 11/25/53—Unknown.
Greenville, **WGCT (TV)** (4), 7/30/53-1/1/54, NBC, Weed.
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.
Spartanburg, **WORD-TV** (7), 11/25/53—Unknown.
Spartanburg, **WSCV (TV)** (17), 7/30/53-Jan. '54.

TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.
Jackson, **WDXI-TV** (9), 12/2/53-6/1/54.
Old Hickory [Nashville], **WLAC-TV** (5), 8/5/53-1/1/54.

TEXAS

Amarillo, **Plains Empire Bcstg. Co.** (7), 12/11/53—Unknown.
Beaumont, **KBMT (TV)** (31), 12/4/52—Fall '53.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Corpus Christi, **Coastal Bend Tv Co.** (22), Initial Decision 12/10/53.
Corpus Christi, **H. L. Hunt** (43), 12/9/53—Unknown.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53-8/1/54.
El Paso, **KEPO-TV** (13), 10/24/52-Early '54, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **KMSL (TV)** (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-Dec. '53, NBC, Taylor (granted STA Dec. 8).
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.
Sherman, **KSHM (TV)** (46), 3/4/53—Unknown.
Sweetwater, **KPAR-TV** (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Weslaco, **KRGV-TV** (5), 7/16/53-Dec. '53, NBC, Raymer.

UTAH

Provo, **KOVO-TV** (11), 12/2/53—Unknown.
Salt Lake City, **KUTV (TV)** (2), 3/26/53-3/1/54, ABC, Hollingbery.

VERMONT

Montpelier, **WCAX Bcstg. Corp.** (3), Initial Decision 10/2/53.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53—Winter '54, Walker.
Danville, **WBTM-TV** (24), 12/18/52-1/15/54, Hollingbery.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Richmond, **Winston-Salem Bcstg. Co.** (29), 12/2/53-Unknown.

WASHINGTON

Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), 9/25/53-1/15/54.

WEST VIRGINIA

Beckley, **WBEY (TV)** (21), 6/25/53—Unknown.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54, Gill Perna.
Wheeling, **WLTV (TV)** (51), 2/11/53—Unknown.

WISCONSIN

Eau Claire, **WEAU-TV** (13), 2/26/53-Dec. '53, NBC, ABC, DuM, Hollingbery (granted STA Dec. 9).
La Crosse, **La Crosse Tv Corp.** (38), 12/16/53—Unknown.
La Crosse, **WKBT (TV)** (8), 10/28/53-6/15/54.
Madison, **WHA-TV** (*21), 10/7/53—Unknown.
Marinette, **WMAM-TV** (11), 11/18/53—Unknown.
Neenah, **WNAM-TV** (42), 12/23/52-1/5/54, George Clark.
Superior, **WDSM-TV** (6), 10/14/53—Unknown, Free & Peters.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS (granted STA Dec. 3).

ALASKA

Fairbanks, **KFIF (TV)** (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, **KULA-TV** (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.

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Noel, Noel

IT hardly seems that a year has passed since George S. Kaufman precipitated a crisis by implying that he was sick of hearing "Silent Night."

Was it so long ago that Mr. Kaufman was fired from his acerbic role on *This Is Show Business* in response to a torrent—or trickle, depending on your viewpoint—of protests that his remark was sacrilegious? It was indeed, and the reason we are reminded of it now is that another Yuletide is upon us, as no member of the radio and television audience can have escaped noticing.

The air is filled—to bursting, it might be said—with the old, reliable Christmas music. For a moment, we were tempted to write that we, too, were sick of "Silent Night." Remembering Mr. Kaufman's experience, however, we must content ourselves with a complaint about the number (in the thousands) of times we have heard "Rudolph, The Red-Nosed Reindeer."

It is safer that way. (Reindeer are not the letter-writing kind.)

Merry Christmas

Seeing Is Believing—in Uhf Too

IS UHF television the victim of its own inferiority complex? So think a lot of folks who buy time. To date, very few uhf operators, in mixed markets particularly, have done much to dispel that notion.

The nub of the trouble isn't hard to find. Just about 90% of the agency-advertiser buyers on Madison Ave., Michigan Ave., and Hollywood & Vine have never been in uhf territory. There are no commercial uhf stations in those cities. And about 90% of the national spot and network business is placed through those cities.

This isn't novel, either. When television got its real commercial start five years ago, these same buyers in these same markets figured no one, but no one, listened to radio *anywhere in the United States.*

So, since they do not view uhf in New York, Chicago and Hollywood, they figure that no one does.

In a way it's understandable. Stations can't sell advertisers and their agencies on something they've never seen. Thus, it's the mission of the uhf telecaster to bring the buyer into uhf territory, or else bring the uhf territory to the buyer with effective promotion.

The biggest lift uhf could possibly get would be recognition by the networks through provision of full service to uhf stations in mixed markets. That very prospect is imminent, because the FCC is moving toward raising the present five station ownership limit to five vhf and two uhf outlets. All networks, we're confident, and such important entities as Storer and Westinghouse, among others, will promptly contrive to get the two additional uhf outlets, either by grant or purchase. This would be infectious, helping all uhf.

Uhf stations, for the most part, have no difficulty in selling *local* advertisers. The local advertiser isn't reckless with his dollars. He *knows* the quality of performance and he gets the reaction immediately in his sales.

There's no doubt that some terrain is better adapted to uhf than other at this stage of technical development. But there are experts who will tell you that uhf picture quality is every bit as good as vhf in most markets.

Uhf operators are encouraged by the comments of Ted Bergmann, DuMont general manager [B•T, Dec. 7], who told the Dayton Advertising Club that there's nothing wrong with uhf "that high power would not cure." This official, whose job it is to sell tv time, said further that "sponsors are interested only in getting their messages before viewers clearly, attractively and economically" and not in technical means which get a program to their screens.

The scientists have provided uhf as a service. Without uhf there can be no competitive nation-wide television. Uhf is getting the power wallop it needs. With more and more stations taking the air, and more national representatives selling, the story of uhf will be told—and sold.

The newspapers have used, to excellent advantage, the slogan: "All business is local." The local advertisers are buying tv, whether it's uhf or vhf. They're buying radio to a greater degree than ever before. All uhf needs is to forget the negative approach and sell nationally the job it's doing locally.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"I hear he's even raised his rates!"

Hark, the Herald Jimmy Sings

AFTER a period of uncommon quiescence, James Caesar Petrillo has emerged from the wings with a new battle cry. Last week he used the White House as a backdrop, to proclaim to all that television is responsible for unemployment among musicians. He told the President so, he reluctantly volunteered to newsmen later.

This was a wonderful piece of timing, contrived no doubt, by Jimmy's press agent. The White House visit preceded negotiations last week with the recording companies, and followed preliminary conversations with networks on contract renewals due January 31.

At this late date, Jimmy isn't kidding anyone about the phony musicians' unemployment issue. The qualified musicians never had it so good. Staff performers are getting better than $220 per week for a 25-hour week. The musicians "unemployed" are mostly those who double as factory workers, or barbers, who are otherwise gainfully employed and are incompetent to meet even minimum requirements as "musicians."

Any czar, Jimmy knows, must agitate to keep his job. Jimmy had been kept unusually quiet for quite a spell, notably after the GOP victory, and his performance (even as orchestra leader) at the 1952 Democratic convention. Because Jimmy had been such an avid Democrat, we were both amused and surprised to see him seek the counsel and the support of President Eisenhower in his quest for more and more tribute. (Our inside correspondent at 1600 Penna Ave. reports that the President just listened.)

It's our guess that Jimmy, after a valiant fight and great gobs of publicity that will assure him re-election, will settle for what he's now getting, with an added frill or furbelow.

You see, Jimmy also remembers radio's victory in another branch of music just 15 years ago. That was the break with ASCAP and the birth of BMI. He won't pull any plugs on television, as he threatened to do on radio. He's dealing with the same broadcasters in television. They can't be bluffed again.

White House: On the Air

THE White House's permission for broadcast of the complete tape recording of the President's news conference last Wednesday is a long advance toward equality among news media.

It is a tribute to the persistence of Washington radio and television newsmen who have been fighting for a better break for both radio and tv. Last Wednesday tv got only half a loaf—sound without pictures. But as James Hagerty, news secretary to the President, said, the radio broadcast was "the first step in opening it [the news conference] up to other media."

Unquestionably there are many problems involved in arranging a Presidential conference of the air that would have the valuable give-and-take that is possible in a non-broadcast conference. What last Wednesday's action means, however, is that the White House is considering these problems and is trying to solve them.

Viewing stars is a regular habit with Cincinnatians.

Yes, WLW-T brightens Cincinnati homes every day with a gala of top performers who really pack a wallop!

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